

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1968)
Heft: 6

Artikel: The manificent seven
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-796728>

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the in
magnificent
seven

Memorable transalpine meetings

*Swiss embroidery as interpreted
by a septet of the greatest names in
Italian high fashion*

◀ Model: Mila Schoen, Milan
Sequined embroidery by
JAKOB SCHLAEPFER & CO. LTD.
ST. GALL
▶

mila schoen

Began her fashion career as a hobby making clothes for her personal friends in Milan. Her talent was however too great to rest solely the prerogative of her friends, and she soon took up designing as a full-time career. She is now recognized as one of the world's leading couturiers.



Model: Maria Antonelli, Rome
Crimplene® embroidery by
FISBA DE SAINT-GALL

maria antonelli



Starting as a custom clothier for a select clientele, Maria Antonelli won immediate acclaim with her first complete collection presented in the Second World War. In 1951, she opened her own fashion house in Rome and now exports to major stores worldwide.

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irene galitzine

Model: Irene Galitzine, Rome

Mohair guipure by
FISBA DE SAINT-GALL

Russian-born Princess Irene Galitzine came to Italy when she was only one and a half years old. She began her fashion career in a Rome fashion house, and after three years opened one of her own. In 1960, her collection featuring 'palazzo pajamas' won world acclaim and she took her present place in the very first rank of Italian designers.





Model: Barocco, Rome
Embroidered organza by
FISBA DE SAINT-GALL

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barocco

The House of Barocco was founded in Rome in September 1964 as a partnership between Monsieur Gilles and Monsieur Rocco, two talented designers and creators. Monsieur Gilles is a Swiss from Geneva. After a training as a hat designer he worked for a long period in Paris, transferring to Milan in 1951 and moving to Rome seven years later. Monsieur Rocco is a 24-year-old Neapolitan. He lived for many years on Ischia, starting in fashion in some of the imaginative boutiques on the island.

mirella di lazzaro



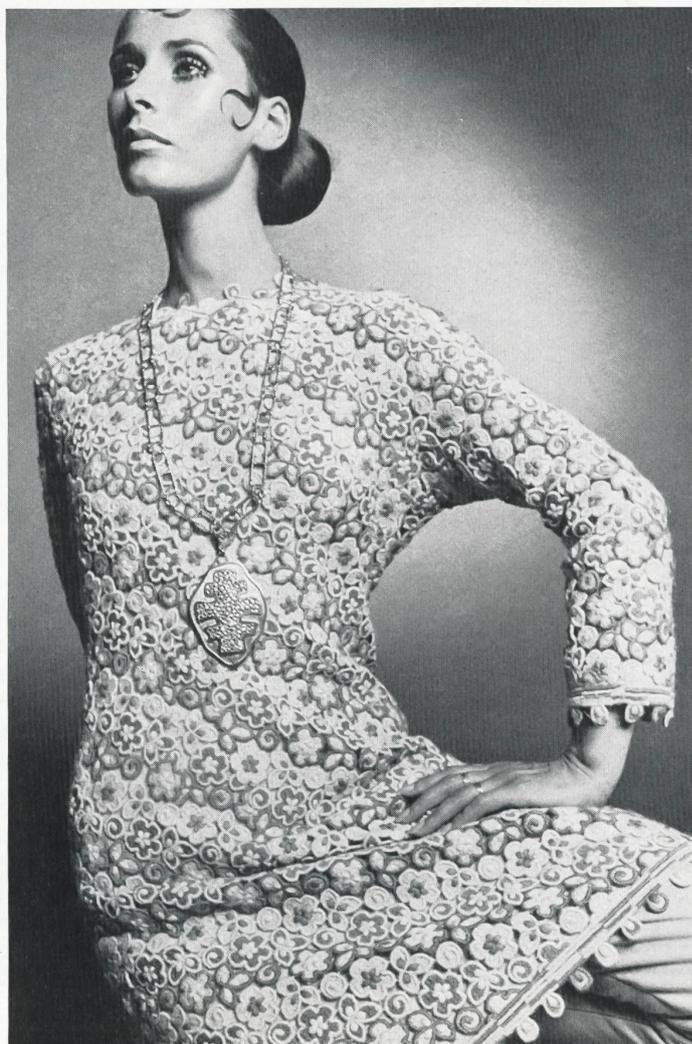
Model: Mirella di Lazzaro, Rome

Flowered embroidery by
JAKOB SCHLAEPFER & CO. LTD.
ST. GALL

◀
Made a youthful start to her career as a student of Fabiani's. She opened her own atelier in 1963 and immediately attracted a young and intensely loyal clientele from Roman high society. She has often modelled her own creations giving her an even more complete knowledge and insight into her work.

▼
Model: Mirella di Lazzaro, Rome

Flower motif embroidery by
JAKOB SCHLAEPFER & CO. LTD.
ST. GALL



ognibene—zendman

Presented their first collection in January 1965. Sergio Ognibene, who first studied medicine in Bologna, free-lanced as a fashion designer in Milan and then moved into his own atelier in Rome. Peter Zendman left his father's textile business in New York to study under Balenciaga for five and a half years. He moved to Rome in 1964 and shortly afterwards became Ognibene's partner.



Model: Ognibene-Zendman, Rome

Crimplene® embroidery by
FISBA DE SAINT-GALL

Model: Capucci, Rome
Crimplene® guipure allover by
FORSTER WILLI & CO.
ST. GALL

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capucci

Rome-born Roberto Capucci opened his own studio at the age of twenty, and in that same year (1950) was invited to present his collection in Florence. In 1956 he won international fame, being acclaimed 'Italian stylist of the year' by the fashion press. Capucci now shows in Rome and Paris.