

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1970)
Heft: 1

Artikel: Swiss Italia
Autor: Rota, Jole
DOI: <https://doi.org/10.5169/seals-796776>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 18.01.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

swiss italia

Skirt lengths are the big news of the Italian "haute couture" collections for the spring/summer 1970. In fact, of the 30 couturiers who have just presented their collections in Rome, only very few hesitated to drop the hemline from mini length down to the ankle. This new length, strongly hinted at in the two previous collections, has finally taken over, especially because it is closely bound up with two new silhouettes: the vertical, fitting neatly between two parallel lines (Valentino, Antonelli, de Barentzen, Forquet, Lancetti) and the bust-moulding line flowing down into a skirt flaring out corolla-like (Carosa, Sanlorenzo). Pleats are a constant feature of the latter style. The light fabrics used often give an air of great suppleness, a soft, loose line. Frequent use is made here of chiffons and georgette crépes for sun-ray pleats or pleated insertions (Capucci, Galitzine, de Barentzen). Wide, flat pleats emphasize the cut of certain skirts of suits: this season saw in fact the revival of the suit in its traditional style. At Valentino's, several skirts, looking straight and rigid, open at every step: beneath a black minidress, sometimes spangled. Another theme recurring frequently, especially for the evening, is the extensive use of ruching and swirling flounces: an absolute novelty at Mila Schoen's whose collection—with the emphasis on details carried to the point of exaggeration—keeps a completely personal character all its own. She is the only one who has had the courage not to relapse into the retrospective, although her series of creations in white jersey with long fringes—a re-invention of the "tango" style—drops level with the calf and even as low as the ankle. This couturière, reviving the fashion for skirts and blouses, is—with a very few other big names of couture—extraordinarily successful in giving a chic look to these outfits: her

famous ribbed blouses being enriched this season with guipure yokes. In the fabrics there are mainly wools with positive-negative micro-designs, self-toned tricoloured knop-wools, satiny wools and above all many prints oscillating between the decorative arts and futurism, some even going back to the "Bauhaus" style. Among the silk prints, the "hawk feathers" in delicate shades of powder pink and beige (de Barentzen) have met with very great success, as well as polka dots, that old favourite with its perennial charm. The new sanded crépes, chiffon prints and above all the mat-satiny silks (small checks) are often used for more formal dresses. This season however designers are showing a quite special interest in Swiss embroideries, whose ever wider range offers, for the evening, sumptuous solar creations dissipating the mists of austerity hovering over the "1935 revival". Among the creations in the limelight: Carosa's cigarette-line lovely white dresses whose pleats are held back by several layers of ruched broderie anglaise; the sumptuous grand gala coats of Mila Schoen in gobelin embroidery; the three-dimensional cut-out with several rows of tassels with giant pearls giving sound effects, for Barocco's pink pyjamas; André Laug's little casual dress in embroidered and cut out salmon pink leather; the mosaic in multicoloured polyvinyl for Galitzine's prize model; Mila Schoen's series in jewelled embroidery, that is to say St-Gall spangles cut out and enriched with lozenges with onyx glints. But we could go on quoting for ever. And we would also have to mention the materials used which—as soon as we depart from the traditional—are those used in modern art, plastics, and fabulous jewels, which make Swiss embroideries the richest in fantasy and the most modern in the world.

Jole Rota

*Swiss embroideries
and fabrics
head due South
for a fashion meeting
point of two nations...
giving birth to new ideas
and stylings...
It's a memorable mix.*

BAROCCO, ROME
Three-dimensional cotton embroidery
on organdie,
decorated with plastic balls, by
FORSTER WILLI & CO., ST-GALL

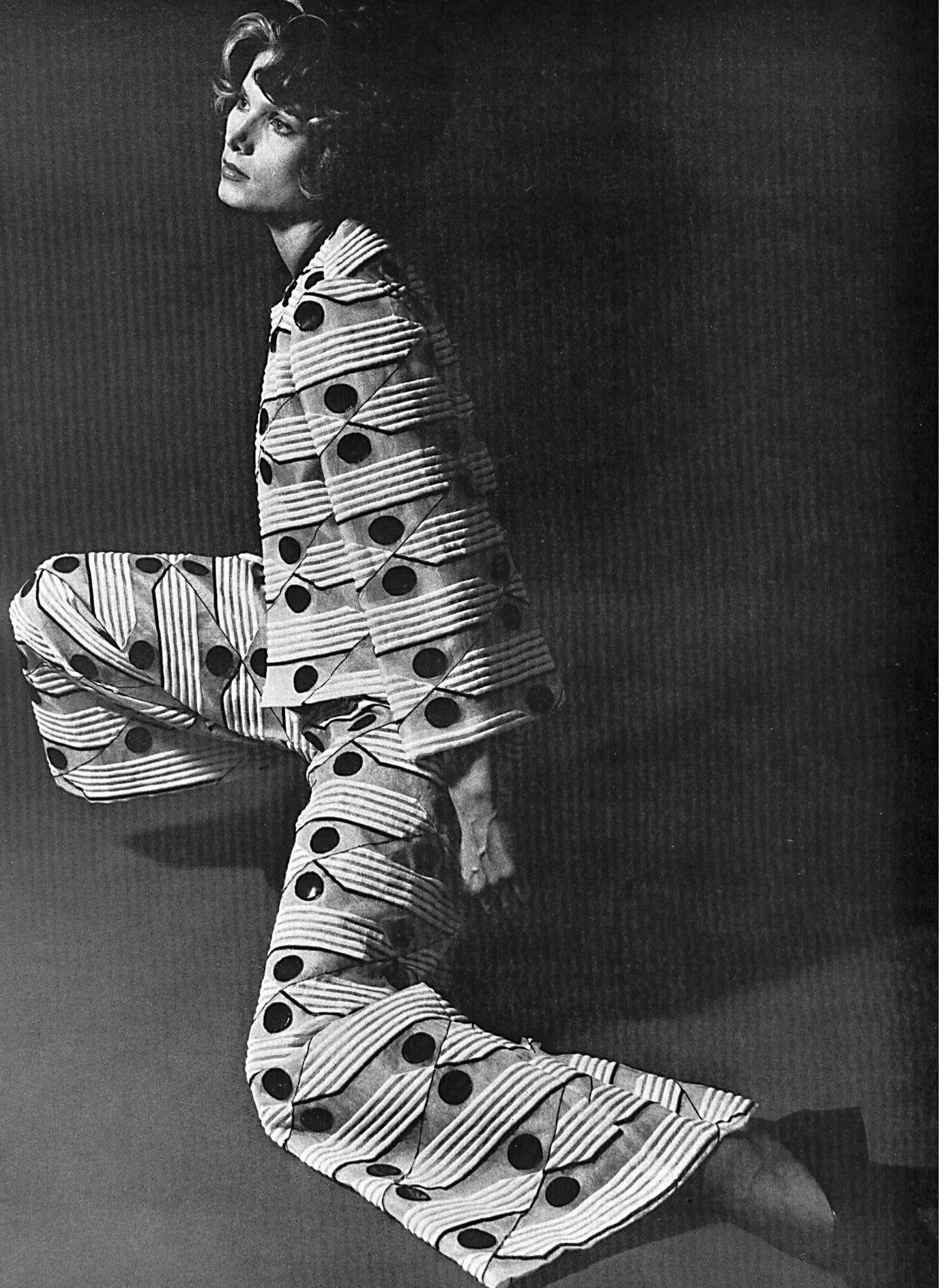


SWISS italia



► BAROCCO, ROME
Triple cotton print by
FISBA DE SAINT-GALL

► IRENE GALITZINE, ROME
Silk organza with Crimplene ® embroidery
and applications in plastic by
FISBA DE SAINT-GALL



swiss
italia



IRENE GALITZINE, ROME
Silk organza print by
FISBA DE SAINT-GALL



SWISS italia



◀ **BAROCCO, ROME**
Filmy organza with cotton
and gold lamé embroidery by
FORSTER WILLI & CO., ST-GALL

◀ **CAROSA, ROME**
Filmy flounces
in dainty cotton lace by
FORSTER WILLI & CO., ST-GALL

swiss
italia



◀ MILA SCHOEN, MILAN
Multicoloured embroidery
on two-toned organza ground by
FORSTER WILLI & CO., ST-GALL

► TIZIANI, ROME
Silk organza
with appliqued flowers by
FISBA DE SAINT-GALL



SWISS italia



◀ ANDRÉ LAUG, ROME
Spangled embroidery on chiffon by
JAKOB SCHLAEPFER & CO. LTD., ST-GALL

► IRENE GALITZINE, ROME
Cut out spangled embroidery
on Chiffonyl with jewels by
JAKOB SCHLAEPFER & CO. LTD., ST-GALL

▼ MILA SCHOEN, MILAN
Cut out spangled embroidery with jewels,
on organza, by
JAKOB SCHLAEPFER & CO. LTD., ST-GALL



