

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1971)
Heft: 6

Artikel: Summing up summer
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DOI: <https://doi.org/10.5169/seals-796550>

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SUMMING UP SUMMER

SWISS FABRICS ENLIVEN MANY BRITISH 1971
SUMMER COLLECTIONS

London couturiers, British designers as well as the ready-to-wear, lingerie, blouse and men's shirt manufacturers have all chosen Swiss fabrics to enhance their 1971 summer collection.

Over half of the collection designed by Clive, Britain's youngest couturier, consists of models in Swiss embroideries. Outstanding is doeskin appliqué work, particularly from Fischbacher of St-Gall, shown in a terracotta suit with bronze doeskin and floral motif appliqué embroidery. From Jakob Schläpfer, of St-Gall, his collection contains some very handsome examples of embroidered doeskin, including a bib in a cut-out design appliqué on cashmere crêpe for a tunic with matching pants. Terracotta motifs appliquéd on black lace are used for a blouse worn with a skirt in matching terracotta doeskin. Cashmere will is decorated with large doeskin motifs, embroidered by Jakob Schläpfer, and shown in a coat and gaucho dress ensemble.

For evening wear, Clive has chosen some beautiful embroideries on silk organza, featuring large, flat, multicoloured floral designs in satin stitch embroidery by Forster Willi of St-Gall. These are combined with hand-smocking from waist to hip on some dresses and on the upper part of wide crêpe de Chine evening trousers worn with a tapestry-embroidered tunic.

In British ready-to-wear collections for the summer of 1971, Swiss fabrics and embroideries appear in a variety of styles.

Nettie Vogues have chosen easy-care striped Dacron®/cotton and soft, printed voiles for ankle-length dresses, decorated models with delicate Swiss embroidered trimmings and created some superb dresses in allover embroidered organza.

Printed Swiss cottons are always great favourites on the British market because of their excellent designs and colours. The summer 1971 season is no exception. Realising the growing interest for quality fabrics among the home dressmakers, dress fabric departments in all important stores and speciality shops in Britain are responding by stocking Swiss fabrics.

◀ STOFFEL LTD., ST-GALL
Full-length dress with a plain bodice
and a checked skirt and trim in a
Dacron® and cotton fabric
Model: Nettie Vogues



◀ STEHLI SILKS LTD., OBFELDEN
Elegant pant suits in plain and striped
Carmela shantung
Models: Elida of London

▼ STOFFEL LTD., ST-GALL
Full-length dress with a plain bodice
and a striped skirt and trim in a Dacron®
and cotton fabric
Model: Nettie Vogues



SUMMING UP SUMMER



As regards blouses, fine Swiss voiles are great favourites because this type of material is very much in tune with the present fashion mood. Matisse of Bond Street have used printed Swiss voile in a striking abstract design along with an "art nouveau" figure print for a tunic/blouse. For a touch of elegance, this firm has selected a charming floral printed voile, a good example of the versatility of voiles for day to evening separates.

Tutorette continues to be one of the most popular Swiss fabrics. Summer 1971 will see this seersucker-type cotton in plain and printed varieties in many ladies' as well as men's shirt collections, but perhaps its most exciting use is to be found in the separate "Jean Muir 1970's" collection.



▲ REICHENBACH & CO. LTD.
ST-GALL
Long-sleeved shirt features a very effective leaf print on fine voile
Model: Matisse, London

► HAUSAMMANN TEXTILES LTD.
WINTERTHUR
Long tunic-shirt in fine cotton print with an attractive "art nouveau" design
Model: Matisse, London



As a lingerie and nightwear fabric, Tutorette is the ideal choice because of its lightness and easy-care properties as well as because it is so very agreeable to wear. David Nieper has prepared a whole collection of nightwear in Swiss Tutorette, combining some pretty pastel colours with white lace insets. This styling has proved to be tremendously successful. In fact, the garments were even sold to Switzerland!

Greta Sitek

▲ BAERLOCHER & CO., RHEINECK
Short nightdress in easy care cotton
Tutorette
Model: David Nieper, London

◀ BAERLOCHER & CO., RHEINECK
Sleepcoat-cum-negligee in carefree
cotton Tutorette
Model: David Nieper, London