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For quality and elegance Britain's designers turn to Switzerland



One often wonders why so few fashion houses choose to make clothes for the elegant woman nowadays. There is no doubt that a demand for well-made quality clothes still exists and that enough women in this country can still afford to pay a good price for them. Furthermore, there are plenty of occasions in England where elegance of dress is demanded: Ascot, society weddings, dinner parties, ladies luncheon clubs are only a few examples. "Dressing up" is still not a thing of the past, despite various statements to the contrary in the British press.

According to designer Ronald Klein, Managing director of Marcel Fenez Ltd., 23 Maddox Road, London W. 1, "there are simply not enough people in England who know how to make elegant fashions and then there is the question of finding the right help. We train our staff ourselves in order to achieve the required standard for the type of fashion garment we produce".

Mr. Larry Ross, director of Larry Ross & Enrichetta, Wholesale Couture, 51 Mortimer Street, London W. 1, had this to say on the subject: "We import our workers from abroad so as to be able to give the continental touches to our clothes. It is no good buying beautiful fabrics from Switzerland if they cannot be married with top-quality workmanship of the standard they demand".

Marcel Fenez, who specialise in "dressy", fashionable clothes — including party dresses, pant suits and ensembles for the elegant woman — use Swiss fabrics and embroidery in all their collections because Mr. Klein appreciates their quality.

From his 1971 Fall/Winter collection, we have selected two models. Both are long evening dresses, one in "Romaine Moderne" double crêpe by *Stehli Silks Ltd., Obfelden*, the

other in allover sequin-embroidered silk chiffon from *Jakob Schlaepfer & Co. Ltd., St-Gall*. Larry Ross & Enrichetta contribute an elegant two-piece afternoon and evening dress and jacket. The top part of the dress includes allover embroidery on silk organza by *A. Naef & Co. Ltd., Flawil*.

Their full-length evening dress has gold lamé jersey with gold allover embroidery and border, also from *A. Naef & Co. Ltd.*

Both these houses are representatives of the few British firms left that continue to make high-class ready-to-wear fashion. They have no complaints about business either on the home or the export markets. Recent price increases don't deter buyers of top fashion clothes. Less expensive lines, however, are more seriously affected. After the confusion wrought during recent seasons by the far too rapid changes in fashion, the indications that a more settled period is with us were needed; one can now look to the future with greater confidence. As Ronald Klein put it, "fashion is fashion again and clothes are more beautiful, more elegant and romantic".

GRETA SITEK

◀ STEHLI SILKS LTD., OBFELDEN
Evening dress with bell-shaped sleeves in «Romaine Moderne» double crêpe.
Design by Marcel Fenez Ltd., London

▶ JAKOB SCHLAEPFER & CO. LTD.
ST-GALL
Evening dress in bitter chocolate allover sequin embroidery on pure silk chiffon.
Design by Marcel Fenez Ltd., London



A. NAEF & CO. LTD., FLAWIL
Full-length party dress in gold lamé jersey
with cotton allover embroidery and
heavily embroidered border.
Design by Larry Ross & Enrichetta, London



A. NAEF & CO. LTD., FLAWIL
Elegant dress and jacket ensemble
with allover embroidered top on pure
silk organza.
Design by Larry Ross & Enrichetta, London