

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1972)
Heft: 10

Artikel: Swinging pretty
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-795916>

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](#)

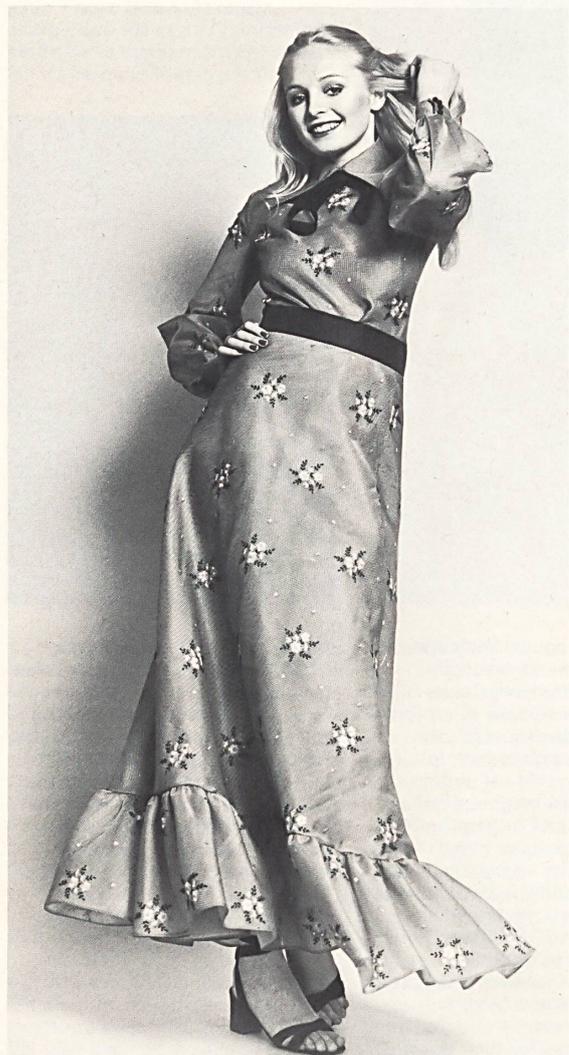
Terms of use

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: 23.08.2025

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

Swinging Pretty



Swinging elegantly in sophisticated evening wear, swinging informally during long unhurried afternoons, a selection of models proving the power of Fashion the Temptress.

But who could blame women for indulging themselves? So softly textured, subtly coloured and imaginatively embroidered, Swiss fabrics are irresistibly enticing. And no wonder. Eve and temptation are no strangers. Since the day Adam bit his apple, he's learned to weave the loveliest of revenge, as these pages amply show.



▲ Elio Bernhanyer, Cadena/Madrid
Filmy summer evening dress in yellow and lilac embroidery with orange, yellow and white appliquéd smock motifs on white ribbed organza by Jakob Schläpfer & Co. Ltd., St. Gall

◀ Werner Höhn, Zurich Elegant evening dress in multicoloured embroidery on nylon organza by Jacob Rohner Ltd., Rebstein

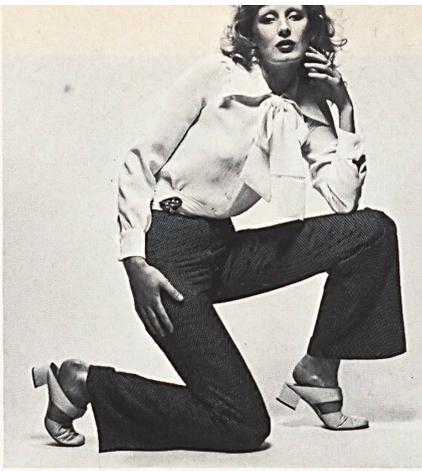
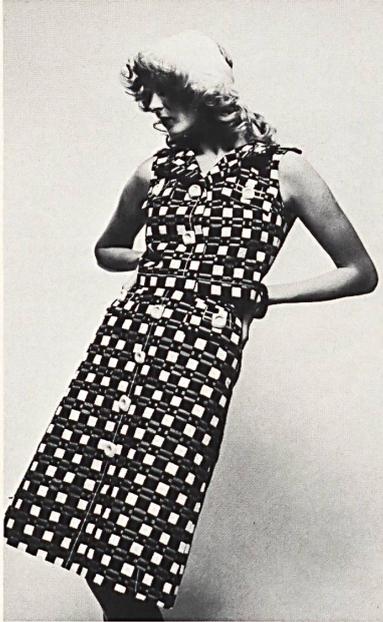
◀◀ Smart party dress in organza, embroidered with a field of multicoloured flowers by Forster Willi & Co., St. Gall



▲ Terrace dress in pure cotton double jacquard jersey by Forster Willi & Co., St. Gall

▶ Youthful evening dress in organza print with appliquéd flowers by Forster Willi & Co., St. Gall





◀ Christian Aujard, Paris • Blouse in white crêpe by Stünzi Sons Limited, Horgen
Péroche, Paris • Black polka dots on white background for these trousers in cotton by Hausamann Textiles Ltd., Winterthur

◀◀ Sophie Nat, Paris • Two-piece dress in red, navy and white cotton print by H. Gut & Co. Ltd., Zurich

◀◀ Evelyne, Berlin • Afternoon dress in shantung "Soleil" by Weisbrod-Zurrer Ltd., Hausen/Albis

▼ Jorgensen, Dublin • Party dress with panels of black and white crêpe Germaine by Weisbrod-Zurrer Ltd., Hausen/Albis





◀ Charming model in pure cotton double jacquard jersey by Forster Willi & Co., St. Gall

▼ Attractive flaring afternoon dress in pure cotton double jacquard jersey by Forster Willi & Co., St. Gall

▼▶ Shirtwaist dress with tie in pure cotton double jacquard jersey by Forster Willi & Co., St. Gall

