

The swiss textile industry supports future designers

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ROYAL COLLEGE OF ART

Eau-de-nil charmeuse jacket with knitted sleeves over a pleated dress with knitted bodice, designed by Helen Scott. The charmeuse is by Stünzi, Sons Ltd., Horgen.



ROYAL COLLEGE OF ART

White georgette and embroidered organdie dress designed by Eric Hagen. The embroidery is by Union Ltd., St. Gall.



ROYAL COLLEGE OF ART

Dress in four mixed cotton voiles designed by Shirley Coleby. The voiles are by Christian Fischbacher Co., St. Gall.



ROYAL COLLEGE OF ART

Check wool suit with black leather trim on jacket, over mustard wool crêpe shirt, designed by Philip Shortt. The wool fabric is by Bleiche Ltd., Zofingen.



The Swiss textile industry has always been interested in promoting young fashion talents. The annually organised international young fashion design contests in St. Gall, Switzerland, have given many British fashion students the opportunity during the past years to match their skills against those of future designers from other countries.

As the next contest in St. Gall will not take place until 1974, it was felt that students in England should not miss the chance this year to work with Swiss fabrics and embroideries. Therefore, the "Publicity Centre for Swiss Textiles" invited the "Fashion School of the Royal College of Art" in London to

design a "High Fashion" collection for Autumn/Winter 1973/74, with the object of showing this to the trade in England. The materials were chosen by the tutors of the fashion school from the Swiss companies Bleiche Ltd., Zofingen, Stünzi Sons Limited, Horgen, Fil-tex Ltd., Christian Fischbacher Co., Mettler & Co. Ltd., Jakob Schläpfer & Co. Ltd., Stoffel Ltd., Willy Zürcher Ltd. and Union Ltd., all in St. Gall.

The "High Fashion" collection, comprising 37 models was shown at the Royal College of Art on March 23rd, 1973 to an audience of TV, fashion press and ready-to-wear manufacturers. The students had designed some outstanding

evening gowns, used wool fabrics for suits and also showed a small collection of men's wear. A few of the designs are shown on these pages. The money award from the Swiss manufacturers went to the students jointly to be used for a study trip abroad.

"Kingston Polytechnic" in Surrey and "Brighton Polytechnic" in Sussex, were two other Fashion Colleges in England where Swiss projects were organised, in each case in the form of an inter-college competition.

The 2nd year students at Kingston Polytechnic designed a collection of children's party clothes, totalling 50 models for boys and girls. Printed and woven fabric lengths

The Swiss Textile Industry Supports future Designers



ROYAL COLLEGE OF ART

Four-tiered dress in brown georgette with Lurex® spot, designed by Philip Shortt. The lurex spotted georgette is by Mettler & Co. Ltd., St. Gall.



and some very pretty embroideries and embroidered trimmings were supplied by the 12 St. Gall manufacturers: Reichenbach & Co. Ltd., Bischoff Textiles Ltd., Mettler & Co. Ltd., Jakob Schläpfer & Co. Ltd., Jacob Rohner Ltd., Walter Schrank & Co. Ltd., Jacques H. Weil Ltd., Willy Zürcher Ltd., Christian Fischbacher Co., Leumann, Boesch & Co. Ltd., Tobler Brothers & Co. Ltd. and Union Ltd.

Apart from the many truly delightful party dresses, including some quite sophisticated little numbers, the students excelled in designing and making matching scaled-down party dresses for dolls. They showed a lot of imagination with toys made from the same materials

KINGSTON POLYTECHNIC

From the left: A puff sleeved dress in broderie anglaise by Walter Schrank & Co. Ltd., St. Gall, awarded the runners' up prize. It was designed by Doraine Armstrong. The 1st Prize winning garment designed by Peter Fevre and made in turquoise blue organdie embroidered and quilted by Jakob Schläpfer & Co. Ltd., St. Gall. The 2nd Prize winning garment also in organdie embroidered and quilted by Jakob Schläpfer & Co. Ltd. The dress was designed by Jacqueline Herbert. The 3rd Prize winning outfit designed by Mitch Gilbert. It comprises wide white trousers worn with a shirt made in blue and white checked cotton by Mettler & Co. Ltd., St. Gall.

as the dresses, i.e. a glove puppet wearing the same embroidered black and white party dress as the child and an endearing hobby horse made from embroidered gingham trimmed with white embroidery was intended to be carried to the party by its owner wearing a dress made from matching materials. The students had also designed some charming handbags and parasols to match the party outfits and these lent finishing touches to the very professionally produced designs. For boys, there were lots of good shirt and trouser ideas in the collection produced by Kingston Polytechnic fashion school.

It was the first ever competition for the fashion students of Brighton Polytechnic. The students were given the task of designing, making and modelling a day into evening collection from beautiful Swiss fabrics and embroidery lengths supplied by the manufacturers Bischoff Textiles Ltd., Jakob Schläpfer & Co. Ltd., Christian Fischbacher Co., Mettler & Co. Ltd., Reichenbach & Co. Ltd., Union Ltd. and Willy Zürcher Ltd., all in St. Gall, Hausamann Textiles Ltd., in Winterthur, and Stünzi Sons Limited, at Horgen. The fabrics ranged from printed voiles, cotton satins, plain crepes in Tersuisse, 100 % Polyester, to very extravagant embroidered silk organzas and glittery allover sequin embroidered materials. The varied selection of fabrics must have set a difficult task to the 1st, 2nd and 3rd year students who had not worked with Swiss fabrics before. However, they managed to reach a really high standard in workmanship with 24 designs which the students themselves modelled before a radio and press audience.

The three winning designs at Kingston and Brighton each received money prizes from the Swiss manufacturers. It was most refreshing to observe the enthusiasm with which the students of these colleges attacked their projects. They all enjoyed working with the beautiful Swiss fabrics and exquisite embroideries and are hoping to compete one day again on an international level in Switzerland.

Greta Sitek



BRIGHTON POLYTECHNIC

1st Prize was awarded to 2nd year student Barbara Kennington for this long party dress with dolman sleeved top in multicoloured sequin allover embroidery by Jakob Schläpfer & Co. Ltd., St. Gall. The black skirt is made in Tissue Mellow crépe by Stünzi Sons Ltd., Horgen.



BRIGHTON POLYTECHNIC

2nd Prize was awarded to 3rd year student Alison Waddams for this backless evening dress and jacket in a pink Ottoman Tersuisse® by Stünzi Sons Ltd., Horgen. This jacket is covered in matching flower petals and embroidery motifs.



BRIGHTON POLYTECHNIC

3rd Prize was awarded to 3rd year student Anne Zielinski for this high-waisted party dress. It is in green lilac floral motif embroidery by Union Ltd., St. Gall, on white silk organza with gold satin stripe ground.