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Swiss fabric printers, weavers and embroidery manufacturers look to the British shirt makers as an important outlet for their products. British shirt manufacturers, on the other hand, go to Switzerland for exclusive merchandise which they cannot obtain elsewhere. Business at the top end of the British shirt trade is still good in spite of escalating prices, floating currencies, the unfavourable rate of exchange of the pound versus the Swiss franc and all other difficulties manufacturers on both sides of the fence are faced with at the present time.

The British shirt collections for Spring 1974 include so many excellent examples of Swiss fabrics, that if one were to project a fair picture of the shirt scene and wanted to illustrate styles from all the important firms in Britain, one would have to fill many more pages than can be devoted to this feature.

We have to content ourselves with showing a round the clock selection of shirts, highlighting popular fabrics, trend setting designs and styles. The established favourites, 100% cotton batistes, cotton voiles, jacquards, polyester/cotton mixture fabrics in woven stripes and checks, trendy prints on voiles and on batistes and, for formal shirts, St. Gall embroideries, are all included again in the collections, with the difference however that the new trends are in patterns and in colours, which together form the now fashionable elegant look. Prints are more sub-

dued. They include small geometrics, like fine engravings with every line clearly visible, small floral patterns and minute ornamental designs in subtle colour combinations. Stripes can still be found in abundance vying with the new checks. Of the latter, there are window-pane checks, three-colour combination checks, diagonal checks and overchecks of the bolder variety for casual shirts. Owing to the fact that there is now such a great variety and wide choice in elegant shirts, the conservative mature male, who had previously rejected the mod shirt in garish colours and bold patterns, so obviously designed for the young market, is now inclined to exchange his plain white or pinstriped shirt for a more adventurous but elegant printed or self-toned jacquard style. Another important point is that shirt manufacturers, aware of this new potential customer, are catering to his interest by catering in styling and sizing for his needs. The same slimline shirt is also offered in large sizes with box front and back, only slightly tapered at the sides, to fit the gentleman with the middle-age-spread. Today there are still enough men who will pay high prices for fashion shirts, although the question one hears frequently asked is, "How much more will they be willing to pay for a shirt if the prices continue to rise above the present level?" For the time being at any rate, the recipe "Swiss quality fabrics, styled in Britain" obviously works.

Greta Sitek

Swiss quality fabrics set the British shirt scene for SPRING 1974



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1. REICHENBACH & CO. LTD., ST. GALL Shirt with a delicate printed peacock spray effect, made in pure cotton batiste. — Hemd aus reinem Baumwoll-Batist mit einem mobilen Pfauenfeder-Spritz-Dessin. — Chemise en batiste pur coton avec dessin plume de paon en impression au pistolet.
(Model/Modell/Modèle: Mr. Harry (Menswear) Ltd.)

2. REICHENBACH & CO. LTD., ST. GALL Two shirts in a heavy pure cotton print, with fashion spread collar, trimform and box front. — Zwei Herrenhemden aus bedruckter, reiner Baumwolle in modischer, schmaler Ausführung. — Deux chemises cintrées mode, en pur coton imprimé.
(Models/Modelle/Modèles: Rael Brook)

3. HAUSAMMANN TEXTILES LTD., WINTERTHUR Style "Tervino" is in a small allover floral print on pure cotton batiste. — Herrenhemd, Stil « Tervino », aus Baumwoll-Batist mit kleinem, floralem Druckdessin. — Chemise style « Tervino », en batiste de coton, avec petit motif floral imprimé.
(Model/Modell/Modèle: Le Roi of Piccadilly)

4. TACO LTD., GLATTBRUGG Two trimform shirts in a pure cotton batiste print. — Zwei anliegende Herrenhemden aus bedrucktem Baumwoll-Batist. — Deux chemises près du corps, en batiste de coton imprimée.
(Models/Modelle/Modèles: Rael Brook)

5. CHRISTIAN FISCHBACHER CO., ST. GALL Featuring shirt in a fine texture pure cotton batiste with a red and white spot moving geometrical roller print design. — Herrenhemd aus feinstem Baumwoll-Batist mit rot und weissem, geometrisch geordnetem Punkte-Dessin. — Chemise en batiste de coton extra-fine avec dessin de points rouges et blancs disposés géométriquement.
(Model/Modell/Modèle: Bruno (Ireland) Ltd.)

6. JAKOB SCHLAEPFER & CO. LTD., ST. GALL Red, yellow and black embroidery on a black and white stripe-patterned pure cotton batiste. — Rote, gelbe und schwarze Stickerei auf einem schwarz-weiß gestreiftem Batist aus 100 % Baumwolle. — Broderie rouge, jaune et noire sur une batiste pur coton à rayures noires et blanches.
(Model/Modell/Modèle: Simpsons)

