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london

The British ready-to-wear collections for Spring 1974 again feature a good many Swiss materials, for what British designers and manufacturers seek are quality fabrics and tasteful designs and colours. They also look to Switzerland for superb light-weight co-ordinated mixture weaves and use them for the currently popular mix and match ensembles. Although as a result of recent steep price increases the formerly medium to high priced Swiss woven goods are now decidedly in the upper price bracket on the British market, there is definitely still a demand for them.

The same can be said about the much sought after Swiss prints. Designers still like to be guided by their taste and therefore buy what attracts them or what they like, and price is then a secondary consideration. Generally speaking, embroideries have been used more sparingly in the Spring 1974 ready-to-wear collections, usually only in the form

of trimmings, edgings or appliqué motifs.

This feature is intended to illustrate a good cross-section of round the clock garments from some of the British houses whose models were ready early in the season. The aim is not so much to portray trend-setters, as to show a selection of well-designed, widely selling fashions, typical for those ready-to-wear manufacturers who can produce expensive clothes, rather than high-lighting designs from any one particular designer. The type of garments shown here will be sold next spring in the better stores throughout the country and in the so-called "Madam shops" all over Britain.

In some instances, they will, however, also find their way to Switzerland and thus the Swiss fabrics used will be sold back to their country of origin. This, for instance, will be the case of models by Frank Usher, as Mrs. Bruh, the director, pointed out to me. Switzerland rates among the many outlets for fashions produced by this highly industrialized dress manufacturer, whose exports amount to 40% of the entire production. Swiss fabrics are always prominently represented in every Frank Usher collection. "We buy mainly cotton voiles from Switzerland, because they are the best in the world", Mrs. Bruh explained enthusiastically. "We like the quality and finish and while we are making expensive clothes we cannot afford to use second best fabrics".

Similar complimentary statements came from other Swiss fabric users who, when asked what they particularly like about them, repeatedly replied, "Good colours, reliable quality, good co-ordinating ranges and more interesting designs than can be found elsewhere."

These are indeed encouraging and also rewarding compliments in these difficult and demanding business times. They carry however, the great responsibility for Swiss manufacturers to live up to their reputation by retaining the high quality standard of all their goods with all the other attributes normally related to Swiss textiles all over the world.

Greta Sitek

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1. TACO LTD., GLATT-BRUGG Diagonal check-printed pure cotton was chosen for this charming evening dress.
(Model: Donald Campbell, London)

2. STÜNZI SONS LIMITED, HORGEN This delightful feminine long party dress in red flock polka dots on white satin striped polyester/polyamide has deep flounced hem and neckline and red velvet belt and bow trim.
(Model: Roter Models, London)

3. TOBLER BROTHERS & CO. LTD., TEUFEN A delicate floral embroidery on white cotton voile combined with plain white cotton for the skirt and broderie anglaise edging was used for this very pretty evening dress with apron effect.
(Model: Brenda Ring Design, London)

4. TACO LTD., GLATT-BRUGG A twin-print was used for this evening dress. The draped plunging neckline is in cotton voile, with the matching print on cotton satin used for the dress, tightly fitted over hips, sweeping out to godet pleats at the hem.
(Model: Brenda Ring Design, London)

(Model: Brenda Ring Design, London)

5. METTLER & CO. LTD., ST. GALL The beautiful long evening dress in pure cotton check with white cotton piqué features soft, deep neckline, gathered into the waist skirt and crisp, short-sleeved jacket.
(Model: Frank Usher, London)

6. CHRISTIAN FISCH-BACHER CO., ST. GALL Long evening dress in a combination print of floral design and diagonal check on single cotton jersey.
(Model: Graham Price, London)

7. METTLER & CO. LTD., ST. GALL A two-piece dress in an eye-catching geometric twin-print in pink/white/navy on voile for the shirt top and on cotton twill for the skirt.
(Model: Tommy Woodruffe, London)

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1. GUT & CO. LTD., ZURICH This simple but elegant creme two-piece dress in pure spun rayon features a tailored jacket and skirt gathered into the waistband.

(Model: Bob Schulz, London)

2. REICHENBACH & CO. LTD., ST. GALL A short-sleeved shirtwaister in a fine geometrical print on pure cotton.

(Model: Frank Usher, London)

3. BLEICHE LTD., ZOFINGEN Trouser suit in easy-care non-creasing Trevira®/worsted, featuring a double-breasted jacket with decorative top stitching outlining the wide lapels and medium-flare trousers.

(Model: Steinberg/Alexon-Youngest)

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4. STÜNZI SONS LIMITED, HORGEN Elegant day dress in pink/white coin print on acetate/polyamide featuring pussycat bow and keyhole front.

(Model: Roter Models, London)

5. REICHENBACH & CO. LTD., ST. GALL A black jacquard woven voile with clipped yellow/white dots is seen in this versatile two-piece dress. The shirt top can also be worn as a jacket over the front-pleated skirt, revealing a black slip top beneath.

(Model: Frank Usher, London)