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HAKA-Stoffe auf heller leichter Welle



Die Herrenmode bleibt weiterhin klassisch, modisch dezent und farblich unaufdringlich. Aus den warmen Winterfarben haben sich helle, weiche Kolorite entwickelt, die sommerlich leicht und weich wirken. « Topas » ist in einem helleren Beige und einem feinen Hellbraun ausgemustert. « Jade » kommt in einer hellen und einer etwas vertieften Farbnuance, und auch das graustichige Blau von « Platin » wird in hellem und mittlerem Tonwert vorgeschlagen. Die Dessinierung tendiert auf kleine, feine Muster, wobei Streifen ein beachtliches Thema bilden, allerdings meist in diskretester Anordnung. Für die Hosen sind falsche Unis und moulinierte Unis wichtig. Flanelle in modischer Ausmusterung mit feinen Nadel- und Kreidestoffen, Fensterkaros und Fischgrät-dessins spielen eine grosse Rolle.

Leichtgewichtige Gewebe im Leinen- und Seidenlook, mit feinen Noppen und Flammen, sind ganz auf die modisch akzentuierte Legerbekleidung ausgerichtet. Immer wieder wird die Kombinations-Idee mit dessinierten und abgestimmten Unistoffen betont. Sehr feine, abgewandelte Donegals mit verwischten Bildern und wenig Kontrast,

Ton-in-Ton, mit diskreten Noppen belebt, sind für den sportlichen Anzug noch aktuell.

Bei den Stückfärbern sind es Frescoqualitäten, Tricotine, feinfädige Gabardine, Double Toile, Sommer-Tropicals in den hellen Sommerfarben, die das Bild der sehr dezent gehaltenen, vermehrt wieder Schurwollartikel aufweisenden, HAKA-Kollektionen abrunden.

Tissus pour messieurs, clairs et légers La mode pour messieurs reste classique, discrète dans les lignes et les coloris. Les tons hivernaux chauds sont devenus des couleurs claires et douces, d'une légèreté estivale. « Topas » s'étend du beige clair à un brun clair fin, « Jade » va aussi du clair au plus foncé et le bleu grisé de « Platin » est proposé en valeurs claires et moyennes. Les dessins sont à motifs petits et fins, les rayures sont en faveur, mais surtout en présentation très discrète. Pour les pantalons, les faux unis et les unis moulinés sont importants. Les flanelles jouent un grand rôle, en exécution mode avec des rayures très fines ou plus larges, des quadrillages et des chevrons.

Pour le vêtement léger, préconisé par la mode, il y a des tissus légers d'aspect rappelant la soie et le lin, à fines flammes et nopes. La tendance aux combinaisons est assurée par des tissus à dessins et des unis assortis.

Des Donegals interprétés, très fins, à dessins estompés et peu contrastés, ton sur ton, animés de nopes discrètes, sont encore actuels pour le complet sport.

Parmi les teints en pièces, ce sont les frescos, la tricotine, la gabardine en filés fins, la toile double et les tropicaux estivaux, en coloris clairs, qui complètent la collection de draperies pour messieurs, très correcte et dans laquelle on trouve de nouveau davantage d'articles en pure laine vierge.

Trend towards lighter colours and weights in men's clothing fabrics Men's fashions continue to remain classical and quiet in style with the emphasis on discreet colours. The warm wintry shades have changed to clear, cool shades with a soft, light summery effect. "Topas" features light beige and clear light brown. "Jade" comes in both a light and a somewhat deeper shade, and even the greyish blue of "Platin" is available in a light, medium tone.

Designs tend to be small and fine, with stripes playing a prominent role, mostly in very quiet versions. For trousers, imitation plain and plain thrown fabrics are favourites. Fashionable flannels with fine pin- and chalk-stripes, window checks and herringbone designs are also very much to the fore.

Linen- and silk-look lightweight fabrics, with fine burls and flammé effects are completely in keeping with the present trend towards light clothing. The coordinates theme keeps recurring with plain fabrics matching the patterned versions.

Variations of very fine Donegals, with muted designs and few contrasts, self-toned, and set off with discreet burls, are still widely used for sporty suits.

Among the piece-dyed fabrics, the fresco qualities, tricotine, fine gabardine, "double toile", and tropical fabrics in light, summer shades complete the predominantly subdued fashion for men, which features more and more pure wool articles.

Verkauf
Stoffe HAKA:
Herr Erich Wyss

Fabrikationsprogramm
Kollektion

HAKA: Gewebe
und Jerseys aus reiner
Wolle und Wolle/Polyester-
Mischungen für Anzüge,
Hosen und Sportwear
in Uni und gemustert.
Spezialitäten:
Anzugsqualitäten SWISS
TWIST, AMBASSADOR.
Rustikale, jugendliche
Musterungen für Anzüge und Hosen
in COUNTRY LOOK und GOLF.

Legende

1. « Crystal », leichtes
Trevira®/Wolle/Mohair-
Mischgewebe mit
feinen Streifendessins
- 2. « Jersey
for Men »,
angenehme
Jerseyqualität
aus Mischgarn —
3. « Ambassador », hoch-
wertige 500 g schwere
Qualität aus 55/45 %
Diolen®/Schurwolle
- 4. « Swiss Twist »,
Spitzengewebe
aus 100 % Schur-
wolle — 5. Modische
Flanelle aus 100 % Wolle mit
aktuellen Nadelsticheffekten —
6. « Saphir », klassisches
Gewebe aus 100 % Wolle.



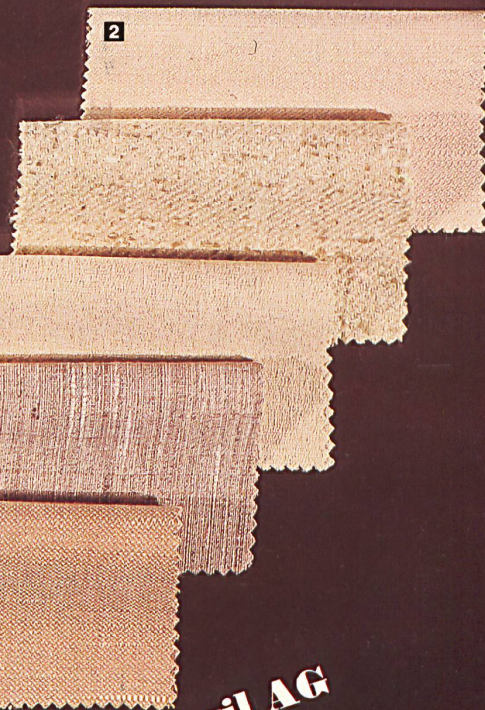
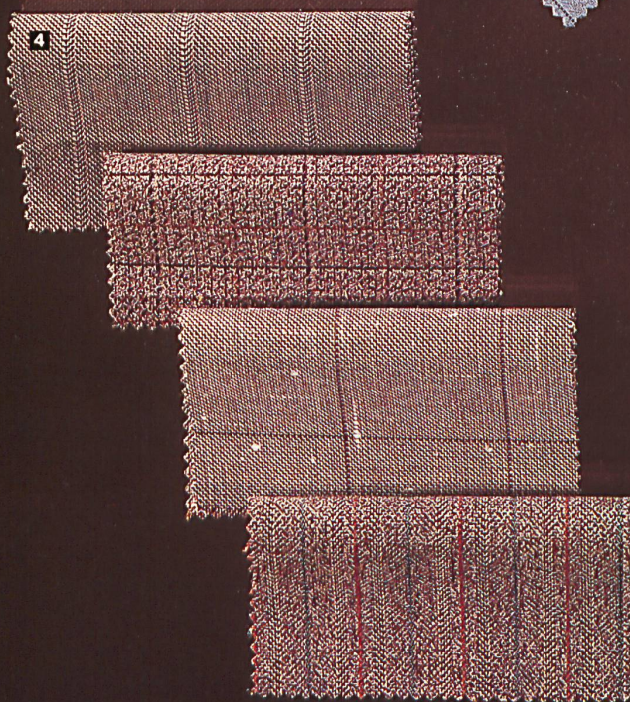
Bleiche AG, Zofingen

33. Interstoff:
Halle 4 Gang B
Stand 40 220

Verkauf
 Herr Gastone Ghisleni (Inland)
 Herr Hans Sturzenegger (Export)

Fabrikationsprogramm
 Breites Spektrum von
 klassischen bis hochmodischen
 Herren-Oberbekleidungsstoffen
 für Hosen,
 Blazer, Sakkos und Anzüge
 aus Trevira®|Schurwolle,
 Trevira®|Schurwolle|
 Leinen, Trevira®|
 Schurwolle|Viscose und reiner
 Schurwolle (Wollsiegel-Qualitäten).

Legende
 1. « Elégance », weiches Gewebe
 aus reiner Schurwolle in modischer
 Musterung — 2. « Safari »,
 Fantasiemischgewebe mit vielfältigen
 Effekten und vereinzelter
 Seiden- oder Leinenbeimischung —
 3. « Lunar », traditionelles
 Mischgewebe in
 besonders leichter Ausführung —
 4. « Stella » und « Mondial », klassische
 Qualitäten in üblicher Mischung,
 manchmal mit Multicolor-Effekten.



33. Interstoff:
 Halle 8|Obergeschoss
 Gang D Stand 81 462

Tuchfabrik Wädenswil AG



Verkauf
Herr Gastone Ghisleni (Inland)
Herr Hans Sturzenegger (Export)

Fabrikationsprogramm

Spezialitäten: Gewebe in Qualitäten und Dessinierungen für den
neuzeitlichen legeren Bekleidungsstil sowie Coordinates.

Legende

1. « Madison », aktuell dessinierter Karogewebe mit Multicolor-Effekt und assortierter Uni-Qualität für modische Composés —
2. « Madison K », etwas leichtere Qualitäten im Composé-Charakter im sportlichen Tweed-Look — 3. « Safari », leicht genopptes, sportliches Gewebe in Trevira®/Wolle/Viscose, in breiter Farbskala —
5. « Safari », das vorwiegend in Naturtönen gehaltene Sortiment in Trevira®/Leinen/Viscose.

33. Interstoff:
Halle 8/Obergeschoss
Gang D Stand 81 462

Tuchfabrik Wädenswil AG
Wädenswil



Verkauf
Inland: Herren Georges Brandt (Verkaufsleiter)
und Angelo Fasol; Export: Herren Karl Erich
Krohn (Verkaufsleiter) und Erwin Weiss

Fabrikationsprogramm
HAKA: Gewebe in klassischer,
halbmodischer und modischer
Richtung für Hosen, Blazer,
Sakkos und Anzüge, sowie für
Leger-Bekleidung. DOB: Klassische
für Überseemärkte. Extra-Kollektion
Uni-Palette für Röcke, Hosen und
Hosenkostüme. Spezialitäten:
Stoffe für Ski- und Wandersport,
insbesondere bi-elastische
Qualitäten für funktionelle Bekleidung.

Legende

1. Fensterkaro auf gestreiftem Grund —
2. Mille-rayé-Streifen in der Trendfarbe Khaki —
3. Nadelstreifen in neuem Grün « Seaweed » —
4. Glencheck auf meliertem
hellgrünem Grund — 5. Glencheck
auf Fresko, Farbe « Platin » —
6. Geflammt Fresko,
Farbe « Shrimp » —
7. Fresko mit
diskreten Streifen
auf meliertem
Grund — 8. Mille-
rayé mit Flammen-
effekten — 9. Serge
in blauer Melierung —
10. Sommerlicher Tweed —
11. Streifenvaria-
tion auf dun-
klem Tropical —
12. Blazerkaro
aus Effekten
auf schwarzem
Grund.

F. Hefli + Co. AG
Hätzingen

33. Interstoff:
Halle 6 | Obergeschoss
Gang A/B Stand 61156



The position of the Swiss Silk Industry today



Interview with Max Honegger, Managing Director of the silk firm of E. Schubiger + Co. Ltd., Uznach, and the Winterthur Silk Mills, Uznach.



Silks, both plain and printed, have gained considerable ground of recent years and are lavishly used by Haute Couture and Prêt-à-Porter for the new collections, in spite of the general recession prevailing throughout the world. Many of these high fashion silk fabrics are made in Switzerland, so it seemed a good idea to ask a silk manufacturer a few questions regarding the position of the silk market in general and the Swiss silk industry in particular.

Max Honegger, Managing Director of the silk firm of E. Schubiger + Co. Ltd., Uznach, and the Winterthur Silk Mills, Uznach, very kindly agreed to answer our questions and explain to "Textiles Suisses" some of the topical problems of direct concern to the Swiss silk industry.

— Mr. Honegger, has the lavish use of pure silk fabrics in Haute Couture already affected the sales figures of commercial collections in the Swiss silk industry?

■ It is not only the increased use of silk fabrics by Couture circles in Paris and Rome but also the recent promotion of silk in Europe that has contributed to an upward trend on the silk market. The fashionable pure silk creations shown in the fashion centres of Europe bear witness to confidence in the importance and the sales potential of this noble and lovely natural fibre. The selection of silks on the market today is particularly suited to the present fashions. I am quite sure that the sales figures for fabrics of this kind will improve, provided the sharp rise in the value of the Swiss franc abroad does not put a complete stop to it. Luckily, today, there are still silk fabrics such as, for example, the very popular silk scarves and squares, which in spite of present circumstances are eagerly sought by women for wear as fashion accessories and are consequently showing very good sales figures. As the promotion of silk being carried out in all European countries naturally does not apply only to Swiss fabrics, it is obvious that in our country the special silk fabrics imported from China also benefit not inconsiderably from this campaign.

— In the last few years, it has been noticed in all silk firms that a large proportion of fabrics in pure chemical fibres or in synthetics, mixed with silk, has been used. Will manufacturers continue with this practice or, now that the price of raw silks has dropped again, will they gradually increase the proportion of pure silk qualities in their ranges?

■ For a silk mill, the composition of its assortment and thus its production policy are determined to a large extent by its existing and future plant. Manufacturers who have opted for working exclusively with synthetics will not be prepared to consider switching to silk. Other concerns are still in a position to work with silk; however, quite recently, they were forced to switch to a certain extent to other raw materials owing to the unpredictable price policy of China's raw silk suppliers. Whenever the price of a raw material like silk shows that there is no limit to its climb and that there is no guarantee of any price stability, there is a very real risk that it will be forced off the market or that its consumption

will be drastically reduced in favour of mixed fabrics in cheaper price ranges. Today raw silk has once again reached a price level that can be considered fair. But, as a result of the recent continual price rises, an aura of luxury still attaches to silk which is not so easily removed. A manufacturing programme for looms cannot be changed as quickly as the price of raw silk. The silk fabric manufacturers will however continue to keep this noble raw material in their manufacturing programmes not only out of tradition but also from the firm conviction that natural fibres, like silk, cotton and wool, can never be replaced completely by man-made fibres. A particularly important argument for continuing to manufacture silk fabrics would be a reasonable, stable, price policy. If the large fluctuations in price of the last few years can be avoided in future, it would be a good incentive for our clients and with them the consumer to purchase more and more beautiful silks in keeping with the slogan "there is nothing lovelier than pure silk". In the technical field, there is no doubt that the ground lost by pure silk will never again be recaptured, since the synthetics that have replaced it have gained their position by a stable price trend.

— From publications of the IWS it appears that there is increased demand for high quality pure wool fabrics in the oil-producing countries. Do these countries show the same interest in pure silk fabrics, and will the silk industry also aim more directly at this new market?

■ Every export-minded firm looks for its markets mainly in Europe and in the prosperous, industrially developed countries on other continents. First of all the countries likely to be interested in our silk fabrics are those with a population that enjoys a certain standard of living and a corresponding high purchasing power. The prospective clientele must also be well aware of the high quality of Swiss products. Naturally, we are all interested in selling our fabrics to the oil-producing countries. Export figures also show a satisfactory stepping up of exports to these areas. The Swiss embroidery industry plays a by no means negligible part in these exports and as this industry uses a fair quantity of silk for its ground fabrics, we silk manufacturers can also expect to have a share in the market. These countries however must not be over-estimated as markets for noble silk fabrics, as the majority of the population is not in a position to buy fabrics at today's prices.

— In your opinion, what steps must be taken in Switzerland to boost once again the export of textile novelties and specialities?

■ The prerequisites for the export of Swiss textile specialities are still there, only unfortunately they are adversely affected today by currency uncertainties, i.e. the excessively high Swiss franc, and the recession experienced in many of our markets. However, these negative influences which are causing so much trouble today cannot go on for ever and should encourage us to do everything in our power to keep the share of the market that our textiles have already won. In spite of the yearly changes in structure, Switzerland possesses a highly efficient textile industry, producing products with a

fashion content enabling it to stand comparison on any market in the world. In all branches of industry we must take care not to neglect our creative activity, for only in this way do we stand a chance of overcoming present difficulties. It would be a good idea too to aim silk propaganda more specifically at the young, in order to rouse interest in the noble material among this category of consumer. Perhaps a young designer full of original ideas may have a brainwave to make silk more popular with the young, providing them with an attractive alternative to the now gradually waning popularity of denim.

— How can the Swiss textile industry protect itself against losses due to currency fluctuations?

■ An effective policy of currency protection is urgently needed by the export-oriented Swiss textile industry. Export transactions are mainly carried out in Swiss currency. For purchases in foreign currencies, the banks give us the possibility of buying forward, naturally at extra cost. Furthermore, the improved export risk guarantee, which was recently reduced to three months, offers a certain protection. In the expectation of better times ahead, we are even forced for a while to suffer losses in order to keep our positions on foreign markets. This bitter pill could be made more palatable if better rates could be obtained by massive interventions of the National Bank on the currency market before Switzerland joins the European snake.

— What is your opinion today concerning the present position of the Swiss silk industry and what are its chances for the future?

■ Very real chances are certainly open to our silk industry and with energy and perseverance its goals can be reached. With this end in view, we must train and educate the necessary new recruits for our industry. With regard to the technical equipment of our firms it is vital to keep up with future development, while an efficient service for the production of our textile specialities is equally important. By specialities, I mean articles that differ radically from the cheaper mass-produced goods of low-wage paying countries. The struggle for survival will undoubtedly become harder. I am convinced however that firms which continue to produce genuine articles will continue to prosper.

It is only by placing the emphasis on the finest qualities and fashionable novelties that Swiss textiles will be able to assert themselves on the world market, meaning that we as manufacturers must continually plan our organization and adapt it to the requirement of the market. Like wool and cotton, the natural fibre silk is not to be omitted from our production, even though the chemical fibre industry will always try to win the lion's share for itself. The sales prospects of fashionable specialities are still there, because the medium-size textile firm is still in a position today to turn out a wide range of high quality fashionable fabrics and at the same time meet the individual wishes of the clientele. As manufacturers, we must do everything we can to bring our firms safe and sound through the hard times we are experiencing, and in this way we shall also learn to make the best use of our labour force.