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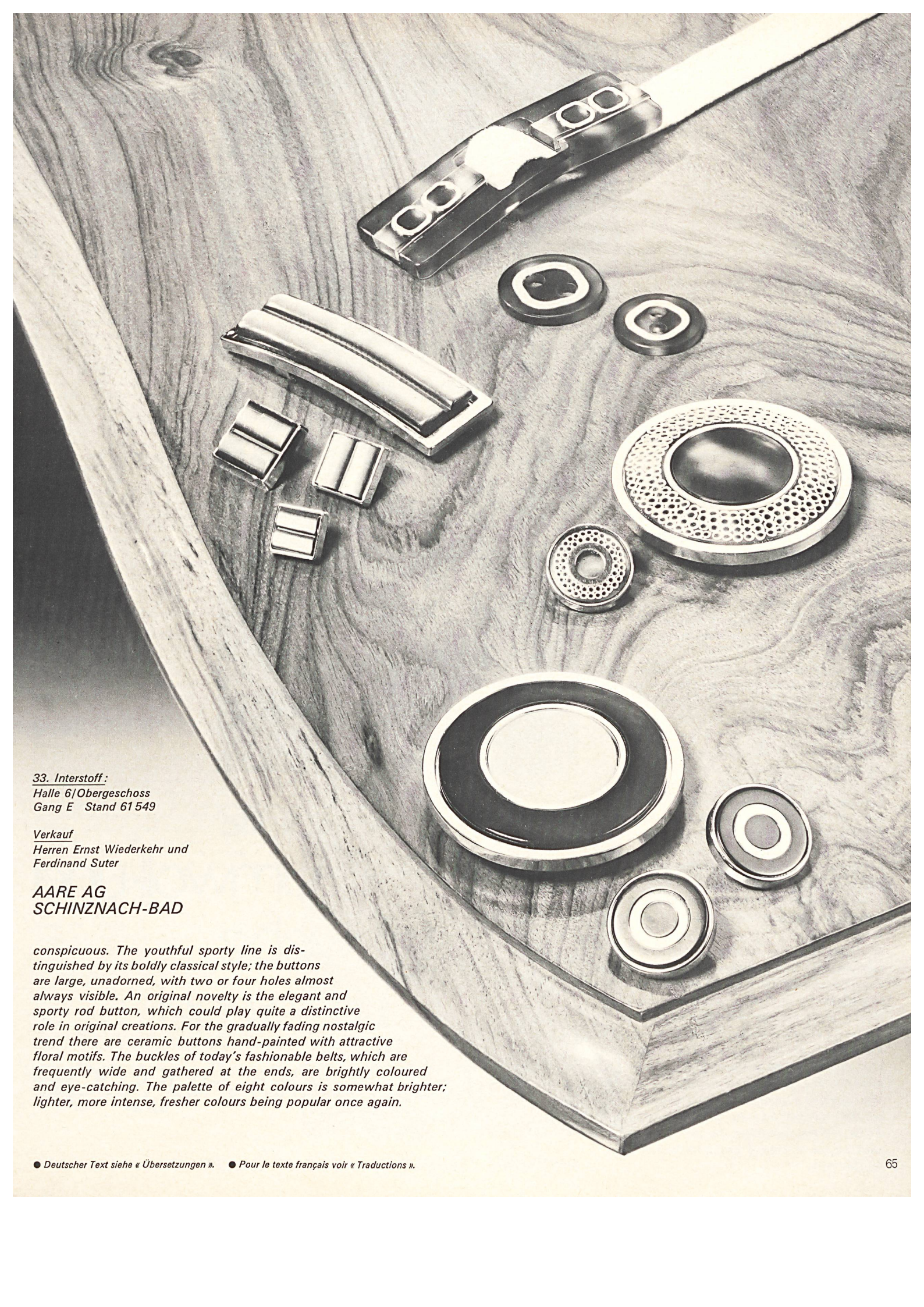
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GREAT LOVE OF DETAIL

Creativity and an exceptional talent for effective combinations are the outstanding features of Aare Co. Ltd's very varied and original collection of buttons and buckles. This dynamic Schinznach firm has won international fame for itself through its highly fashionable, top quality products. Today it works in close cooperation with Paris ready-to-wear circles and designers of boutique collections. For the spring of 1976, Aare Co. Ltd. expects the main fashion emphasis to be on suits and outfits. The elegant button chosen for these styles is mainly dainty, without holes and set off with fine metal decorations. The matching belt buckles are round, rectangular or oval. Prominence is given to natural looking materials, all made of plastics, such as self-toned veined horn, mother of pearl, tortoiseshell or wood. Use has even been made of transparent plexiglass with coloured inserts. Buttons for dresses, blouses and skirts are more fanciful and, being very large, are often quite



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SCHINZNACH-BAD**

conspicuous. The youthful sporty line is distinguished by its boldly classical style; the buttons are large, unadorned, with two or four holes almost always visible. An original novelty is the elegant and sporty rod button, which could play quite a distinctive role in original creations. For the gradually fading nostalgic trend there are ceramic buttons hand-painted with attractive floral motifs. The buckles of today's fashionable belts, which are frequently wide and gathered at the ends, are brightly coloured and eye-catching. The palette of eight colours is somewhat brighter; lighter, more intense, fresher colours being popular once again.

● Deutscher Text siehe « Übersetzungen ». ● Pour le texte français voir « Traductions ».