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BRITISH DESIGNERS' CHOICE OF SWISS TEXTILES

▶
WEISBROD-ZÜRRER AG
HAUSEN a/ALBIS Crêpe georgette
with shadow-effect, 100% polyester / Crêpe
Georgette, ombriert, 100% Polyester /
Crêpe georgette, ombré, en pur polyester.
(Anne Gough at Gemini, London)

▶▶
WEISBROD-ZÜRRER AG
HAUSEN a/ALBIS Viscose/cotton
faille / Faille aus Viscose/Baum-
wolle / Faille de viscose/coton.
(Anne Gough at Gemini, London)



AUTUMN • WINTER 1975

JAKOB SCHLÄPFER AG, ST. GALLEN
Heat-set jewels forming a floral pattern
on crêpe georgette by Abraham Co.
Ltd., Zurich | Thermofixierte Bijoux
als Blütendessin auf Crêpe Georgette
von Abraham AG, Zürich | Dessin de
fleurs en gemmes appliquées à chaud
sur crêpe georgette d'Abraham SA
Zurich.
(Murray Arbeid, London) ▶



**FORSTER WILLI + CO. AG
ST. GALLEN** Cream-coloured
embroidery on the same coloured crêpe
georgette by Abraham Co. Ltd.,
Zurich | Cremefarbige Stickerei auf
gleichfarbigem Crêpe Georgette von
Abraham AG, Zürich | Broderie crème
sur crêpe georgette de même couleur
d'Abraham SA, Zurich.
(Murray Arbeid, London) ▼



▲ **JAKOB SCHLÄPFER AG, ST. GALLEN** Heat-set
jewels in the form of a giant star on crêpe
georgette by Abraham Co. Ltd., Zurich |
Thermofixierte Bijoux als grosse Stern-
dessin auf Crêpe Georgette von Abraham
AG, Zürich | Grande étoile en gemmes
appliquées à chaud sur crêpe
georgette d'Abraham SA, Zurich.
(Murray Arbeid, London)



Despite the high prices of Swiss textiles on the British market at the present time, designers could not resist using top quality fabrics and novelty embroideries from Switzerland in their new autumn/winter collections 1975. They have chosen polyester/cottons for raincoats, fine 100 % plain wool for sporty shirts, polyester/wool jersey for skirts, printed wool for dresses, 100 % polyester jersey, silky cotton jersey, printed cottons and fine tweeds for shirts and skirts, faille for evening coats and georgette for romantic evening dresses.

Designer Murray Arbeid created a collection of beautiful late day and evening dresses with floating capes and fringed shawls in Abraham's georgette. He decorated some of his models with Forster Willi's colour matching embroidery and others with Jakob Schläpfer's new sparkling "iron-on" diamanté stones worked into motifs exclusively produced for this collection. Murray Arbeid only fairly recently rejoined the world of fashion and now has a showroom in London's West End (at 31 Brook Street) where the models featured on these pages were photographed. With an even more recently opened showroom in the West End of London (at 5 Sedley Place), Anna Beltrao makes her debut as a member of the group of London designers who showed for the first time under the umbrella name of "Designers Collections"



▲
ABRAHAM AG, ZÜRICH Clipcord design on
 viscose georgette "Anouk" | Scherlidessin auf
 Viscose-Georgette « Anouk » | Dessin de fils coupés
 sur georgette de viscose « Anouk ».
 (Anna Beltrao, London)

▶
ABRAHAM AG, ZÜRICH Softly draping plain
 crêpe | Weichfallender Uni-Crêpe | Crêpe uni au
 tomber fluide.
 (Louis Féraud at Rembrandt, London)

▶▶
WEISBROD-ZÜRRER AG, HAUSEN a/ALBIS
 Left: Skirt in jersey, 70 % polyester/30 % wool;
 blouse in cotton batiste print by Filtext Co. Ltd.,
 St. Gall | Links: Jupe aus Jersey 70 % Polyester/
 30 % Wolle; Bluse aus bedrucktem Baumwollbatist
 von Filtext AG, St. Gallen | A gauche: jupe en jersey
 de polyester et laine (70:30); blouse en batiste
 de coton imprimée de Filtext SA, St-Gall.
 Right: Skirt in black jersey, 70 % polyester/30 % wool;
 blouse in plain cotton jersey by Mettler + Co. Ltd.,
 St. Gall | Rechts: Jupe aus schwarzem Jersey,
 70 % Polyester/30 % Wolle, Bluse aus unifarbener
 Baumwolljersey von Mettler + Co. AG,
 St. Gallen | A droite: jupe en jersey noir de polyester
 et laine (70:30); blouse en jersey
 de coton uni de Mettler + Cie SA, St-Gall.
 (Jaeger, London)





during the London Fashion Fair, April 9th-11th, 1975. Born in Brazil, Anna Beltrao studied fashion in London, worked in New York and, not forgetting her country of origin, has some fabrics printed in all over coffeebean designs. She already counts a number of exclusive boutiques in Britain and overseas and prominent personalities among her customers. Her autumn/winter collection is based on late day and evening wear in red, green, brown and black. Her choice from the Swiss collection is an interesting satin brocade georgette by Abraham.

A number of other London designers also chose Abraham fabrics for their collections. To mention a few, Catherine Buckley used a border printed 100 % wool from this company, whilst Jane Catlin and Ann Buck went for Abraham's georgette. Louis Féraud at Rembrandt are featuring Abraham's crepe in combination with fringes and lace insertions. Anne Gough at Gemini has used "Carmen" poul for an elegant full-length tubeline tailored coat with matching long skirt and blouson in "Celeste" from Stünzi Bros. In quite a different mood is her bright red evening coat in Weisbrod-Zürrer's faille to be

worn over a delightful long dress in ombré georgette. The house of Jaeger have chosen fabrics from several Swiss manufacturers for their coordinated interchangeable sets of sporty elegant short and long jersey skirts with plain and printed blouses for winter 1975. In contrast to the above-mentioned names, Jaeger is a very old established company. The first Jaeger shop was opened in the year 1884. Now there are 58 retail shops in Britain, shops in Paris, Nice, Cannes and one in Copenhagen. Their wholesale company supply customers on the home and overseas market. The bulk of the merchandise is manufactured in England where they own 14 factories. Even though some British ready-to-wear manufacturers who had previously always been faithful to Switzerland had to cut out Swiss fabrics this time, due to the economically difficult times, the cross-section of models shown in this feature will serve as an encouraging indication of the continued popularity Swiss textiles enjoy in Britain.

Greta Sitek

METTLER + CO. AG, ST. GALLEN
Blouse in fine wool crêpe, and tweed jersey skirt in polyester/wool/nylon/angora by Gugelmann + Co. Ltd., Langenthal | Bluse aus feinem Wollcrêpe; Jupe, Tweedjersey aus Polyester/Wolle/Nylon/Angora von Gugelmann + Cie AG, Langenthal | Blouse en fin crêpe de laine; jupe en tweed jersey en polyester, laine, nylon et angora de Gugelmann + Cie SA, Langenthal. (Jaeger, London)



WEISBROD-ZÜRRER AG, HAUSEN a/ALBIS Skirt in black jersey, 70 % polyester/30 % wool; blouse in cotton batiste print by Christian Fischbacher Co. Ltd., St. Gall | Jupe aus schwarzem Jersey 70 % Polyester/30 % Wolle; Bluse aus bedrucktem Baumwollbatist von Christian Fischbacher Co. AG, St. Gallen | Jupe en jersey noir de polyester et laine (70:30); blouse en batiste de coton imprimée de Christian Fischbacher Cie SA, St-Gall.
 (Jaeger, London)