

London : swiss textiles in the spring summer collections 77

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LONDON:
Swiss Textiles
in the
Spring.
Summer
Collections
77

The top end of the British fashion trade is doing well at the present time. "Business is fantastic" one hears everywhere. For due to the continuing slide in the value of the pound, British prices are fairly reasonable abroad and at home, foreign tourists are snapping up high-priced goods in all the major London stores.

Among Swiss textiles in the new spring/summer collections 1977, natural fibres are favourites. Swiss cotton crêpes, cotton cheesecloth, printed cottons and silks are used for day and evening dresses. Viewing a cross section of new British designs, we found at *Janice Wainright* a whole collection of delightful over-tunic dresses

in Hausammann's plain cotton crêpe, which she combined with multicoloured embroidery, piping and printed cotton frills. *Juliet Dunn* used brightly coloured plain cotton cheesecloth by Mettler, St. Gall, for a group of peasant-style dresses with contrast braid trim, matching skirts, trousers and head scarves; this designer also shows a range of bikinis and sun dresses in the same material.

Gina Fratini teamed Fischbacher's black/white dotted and striped printed voiles for apron dresses and used dotted Swiss by Reichenbach for mother and daughter styles worn over draw-string trousers. On

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Self-toned embroidery border on champagne coloured chiffon in elegant 13"-from-ground evening dress by Murray Arbeid, London.

▽

H. GUT + CO. AG, ZURICH

Border-printed emerald stripe on cream silk. Day dress with draw-string belt from a mix and match ensemble by Salvador, Eric Hall, London.

△▽



more sophisticated lines are the elegant evening dresses by Roland Klein for Marcel Fenez in silk embroidery combined with iridescent sequins on chiffon from Schlaepfer, St. Gall. Charming white ribbon trimmed evening dresses with Schlaepfer diamonté motif and colour sprayed floral decoration are shown by Salvador, who also used a cream and green pure silk border striped crêpe de Chine by Gut, Zurich, for a mix and match ensemble in the spring/summer collections for 1977.

Anna Beltrao, in her distinctive collection stamped with her own inimitable South American touch, chose a very pretty Abraham lily of the valley print on emerald green chiffon for a long floating dress and topped it with a white, ribbon-trimmed net jacket. Anna also created

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Border-printed cotton with tassel embroidery, used for sleeveless bolero summer evening dress by Anna Beltrao, London.

△

JAKOB SCHLAEPFER + CO. AG, ST. GALL
Iridescent sequin embroidery on silk crêpe de Chine. Charming white ribbon trimmed evening dress by Salvador, London.

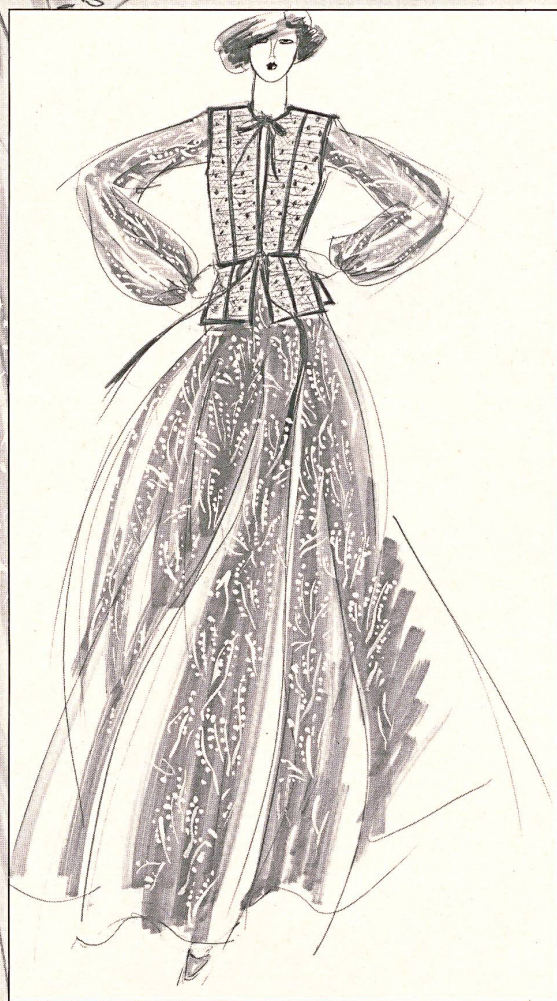
JAKOB SCHLAEPFER + CO. AG, ST. GALL
Silk and iridescent sequin embroidery on silk chiffon. Evening dress by Roland Klein for Marcel Fenez, London.

ABRAHAM AG, ZURICH
Lily of the valley print on emerald green chiffon. Model by Anna Beltrao, London.

some extremely pretty dresses in an eye-catching floral border printed cotton, decorated with tasseled embroidery by Schlaepfer, St. Gall. Also included in this collection is a group of blue crêpe models in Abraham's crêpe, trimmed with silver lamé. Elegant late day and evening dresses are the speciality of *Murray Arbeid*, who created a group of models in printed silks by Abraham and champagne coloured self-toned embroidered crêpe by Schlaepfer.

Apart from selling to top stores and boutiques in the UK, all British designers export and thus the Swiss fabrics and embroideries they use go all over the world, to the USA in particular and more recently also to the Middle East, to Germany, Belgium, France and even back to Switzerland.

Greta Sitek





CHRISTIAN FISCHBACHER
CO. AG, ST. GALL
*Dotted and striped cotton
prints are used in combination for
this apron dress by
Gina Fratini, London.*
▽

△
HAUSAMMANN TEXTIL AG
WINTERTHUR
*Qual. "Nevada" used in a range
of colours for a group of dresses
similar to this one by
Janice Wainwright, London.*

METTLER + CO. AG, ST. GALL
*Bright yellow cotton cheese-
cloth trimmed with lilac and violet
rick-rack braid in peasant-style
dress by Juliet Dunn, London.*
▷