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CHRISTIAN
FISCHBACHER CO. AG
ST. GALL

Fine printed wool jersey "Milena" in wine and grey was chosen by Jaeger, London autumn/winter collection 1978 for this elegant day dress with shirred waist, cuffs and large roll collar. Matching striped fabric was used for border around the hem and for narrow belt.



Each season brings stronger confirmation of the fact that London is once again the place for good, elegant fashion design, particularly for sporty day and evening wear and also for young fashion.

The London fashion weeks held in April offered the whole fashion spectrum for autumn/winter 1978. There was plenty of variety and contrast, not only in the different venues, ranging from the old-fashioned Earls Court exhibition hall where 300 ready-to-wear firms showed their collections, to the modern hotels where over 100 designers offered their latest creations. In addition to these different groups, individual fashion houses were showing collections in their own showrooms.

THE London COLLECTIONS AUTUMN.WINTER 1978



HAUSAMMANN + MOOS AG
WEISSLINGEN

Plain and printed "Lanella®" was used for this midcalf dress and underskirt with flounced layered collar and layered skirt by designer Chris Clyne, Edinburgh.

◀

METTLER + CO. AG, ST. GALL

Highland green day dress in soft, fine washable wool, features hand-smocking on sleeves, front and back. Model from the autumn/winter 1978 collection by Jaeger, London.

◀◀

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Black allover sequin embroidered dress with white satin embroidered collar and cuffs and matching handkerchief tucked into a narrow leather belt. A black satin artist's bow at the neck lends a finishing touch. This elegant dress is one of a trio from designer Jan van der Velden for Salvador, London, who used the same demure sparkling black sequin embroidery for a top and an overshirt, both teamed with soft black velvet skirts.

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Multicoloured embroidery is featured on the long, silveredged tunic over matching black "Cupro" dress with silveredging on pleated tiered skirt. This elegant model is by Lesley Sandra, Sheffield.



Not so long ago, one could find only casual and evening wear and nothing much in between in London. Happily, this has changed with the return of the dress and the trend for well "put together", coordinated and colour-matched clothes which all adds up to sporty elegance during the day and soft femininity for the evening. Casual garments are left to active sports and leisurewear. This change in fashion has also brought about the demand for quality fabrics in all these areas.

In the London collections for autumn/winter 1978, the most prominently represented Swiss fabrics for day were washable wool from Mettler and fine printed wool jersey from Fischbacher, seen at *Jaeger*. This company is fast expanding abroad and recently opened new shops in France, in March the first *Jaeger* shop in Vienna was opened and before long, *Jaeger* will be opening shops in Germany and Switzerland.

Chris Clyne, the up and coming designer who is a Londoner but decided to work in Scotland, chose "Lanella" fabric from Hausamann + Moos for a range of garments, always combining a plain with a printed quality to achieve her distinctive look.

Among Swiss embroideries, Schlaepfer sequins never seem to miss a season. Designer *Jan van der Velden* for *Salvador* used the black allover variety in combination with contrasting embroidered collars and cuffs which resulted in some striking evening dresses. He also bought from Forster Willi ready-made collars in embroidery on tulle which are so successful because they are reminiscent of "old lace" which is currently in great demand.

Most frequently featured fabrics from Abraham in the London collections were viscose jersey, as used by *Janice Wainwright* as a common denominator throughout her collection in oyster, grey, amber, burgundy and black, and also Abraham's "Giselle façonné". This quality in black and gold looked most attractive in a pleated skirt, teamed with white embroidered blouse and detachable black frilled lace bib, worn under a black ciré waistcoat and designed by *Anna Beltrao*. Swiss fabrics featured strongly in her collection, which was soft and demure with an undertone of gaiety which is typical of *Anna's* Brazilian temperament. The Swiss fabrics will travel with her to Brazil this spring where *Anna* will be showing her collection which she sells through her own retail shop in Rio de Janeiro. Practically half of her winter collection is made of beautiful fabrics and embroideries from Switzerland, coming this time mainly from Schlaepfer and Naef. From Forster Willi, *Anna* used "Amaranth", 80 % wool / 20 % silk jersey in grey (an important colour for next winter) with contrasting effects. Among her outstanding evening dresses with capes, batwing sleeves and flounced collars, a black ballet inspired garment stood out. It was modelled for us by *Anna* herself, as seen in the photograph, and was designed to mark the occasion of her young daughter's acceptance (one of 20 girls chosen from 3,000 applicants) by the Royal School of Ballet.

About 25 different cocktail and evening models in embroidery by Schlaepfer were included in the collection by *Lesley Sandra* of Sheffield. This company has been in existence for 5 years and produces beautiful dresses, two of which are featured here.

Subdued, soft glitter for evening was provided by Abraham's georgette with Lurex® which appeared in several collections. *Murray Arbeid* made short cocktail dresses from this material and was pleased with the results achieved in this quality and his "different" look with Schlaepfer embroidery on wool gabardine, a change from the fine chiffon used last season.

Union embroidery was seen in a beautiful wedding dress in the collection by *Ross Bergo* who specializes in evening dresses and showed several models in Swiss embroideries.

Greta Sitek

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Multicoloured embroidery in predominantly black, gold, white, grey and blue was used for the off one shoulder top and individual embroidery motifs were appliquéd on to the circular double layer skirt of this charming, ballet inspired evening dress. It is seen here modelled by its Brazilian designer, *Anna Beltrao*, London.

JAKOB SCHLAEPFER + CO. AG, ST. GALL

Beautiful creme silk and sequin border embroidery on "Cupro" was used on front, back yoke and sleeves of jacket, worn over matching dress, to form the elegant evening ensemble designed by *Lesley Sandra*, Sheffield.

