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LONDON DESIGNERS

Once again top English fashion designers have shown their preference for high quality Swiss textiles for their finest creations. How well represented they were in all collections was particularly striking at the London Fashion Week in October 1979. Fine cottons, silk jerseys, sequins and glittering embroideries featured prominently in the 1980 summer fashions. Although the business volume in Swiss fabric specialities may not have increased generally in Britain during the past year or so, designers of top quality clothes still look to Switzerland for top quality cloths.

STILL LOVE SWISS FABRICS



Ann Hansen, the designer at Susan Small, is a very staunch advocate of Swiss textiles: «I buy Swiss fabrics because of their superior quality and superb handle. They are versatile, exclusive and most effective, and what is very important, specially nowadays, they offer best value for money. The printed single cotton jersey from Chr. Fischbacher Co. Ltd. which I used in our Spring/Summer 1980 collection has been extremely well



Ann Hansen
designer at Susan Small
London

received. Although it is expensive, it is one of the best selling fabrics in this collection. It is in a classic, small spot print which is difficult to produce I believe on such a fine cotton jersey but Fischbacher's is very good. Our buyers liked it very much and feel that if this is what their customers want then the price is no barrier.» The collection also included models in lovely figured fabrics by Stehli Ltd., Obfelden.

There was also special applause, on the occasion of the London Fashion Week, for an afternoon dress by Salvador, who made very original use of a figured crêpe satin with a Dalmation spot print by Abraham Ltd., Zurich. The same designer presented creations in a black cotton waffle piqué by Taco Ltd., Glattbrugg, effectively combined with yellow silk satin blouses. Chris Clyne, too, a fashion designer of the new guard, has her eye on Swiss fabrics. She chose chintzy cottons and iridescent fabrics in gold/red/mauve from Hausammann + Moos Ltd., Weisslingen.

In the disco look for the summer 1980, glittering and shiny effects play a leading role. Here, the sequin fabrics produced by Jakob Schlaepfer + Co. Ltd., St. Gall, are so to speak an absolute must. Roland Klein combined sequin-studded jackets in white, navy blue and silver with dresses in chiffon, taffeta and georgette. Victor Herbert, too, likes to choose his fabrics from the house of Jakob Schlaepfer. His most spectacular creation was a long slim dress in a «sky by night» printed star-spangled silk crepon scattered with small diamanté stones.

Mat jerseys and silk prints by Abraham Ltd., Zurich, featured prominently in Janice Wainwright's very fashionable collection.

For 18 years now, P.R. Sartain, chief buyer for Jaeger, has been looking to Switzerland for his finest qualities. English ready-to-wear fashions today would be unthinkable without the name of Jaeger and it is precisely the exclusively high quality fabrics — which go so well with the classical style of this fashion house with branches throughout the world — that are the hallmark of the firm. A new colour theme every season, running right



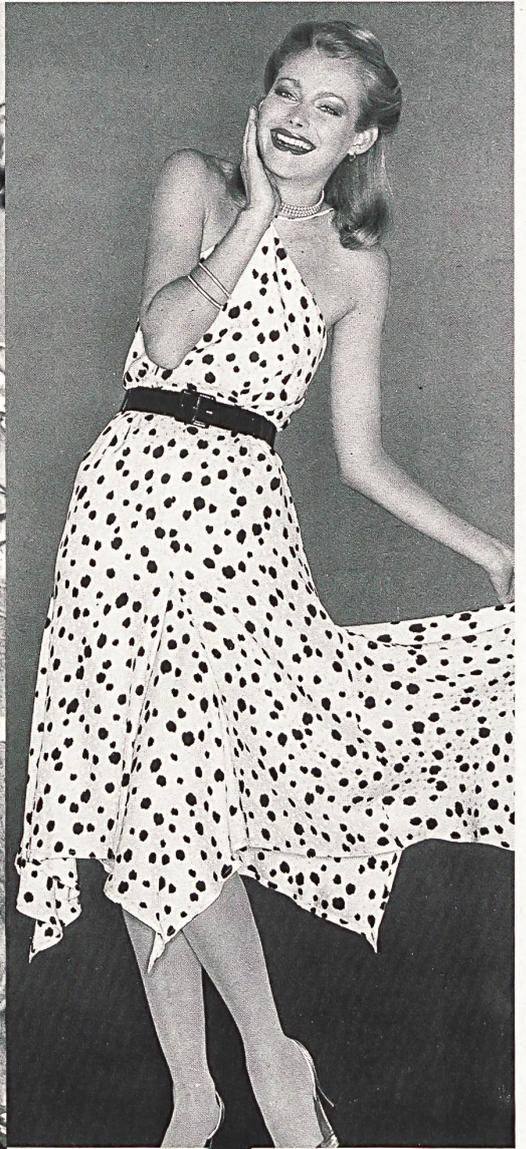
P. R. Sartain
chief buyer for Jaeger
London

through the whole collection, offers the client almost unlimited scope for mixing and matching, using uniquely Jaeger products. Not least for this reason does Mr. P.R. Sartain value the special services of the Swiss textile industry, which make it possible to order colour matching fabrics and knits from different firms for Jaeger's outstanding collection of separates. «After the U.K., Switzerland is the second biggest market for me both in terms of quantity and money. I am very pleased with their good service, and in the last few years I have been able to build up very many fruitful contacts. If all our markets were as good as this one, life for ready-to-wear manufacturers would be a lot easier!» Chr. Fischbacher Co. Ltd., St. Gall, Mettler + Co. Ltd., St. Gall, Forster Willi + Co. Ltd., St. Gall and Weisbrod-Zürcher Ltd., Hausen a.A. are very well represented in Jaeger's summer collection, and for the coming season too numerous fabrics have been purchased from Switzerland. This London fashion house is among the biggest and most important clients of the Swiss textile industry, and it is very gratifying that Swiss specialities always figure so prominently in its collections.

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WEISBROD-ZÜRCHER LTD., HAUSEN a. A.
softly draping jersey viscose rayon
(Jaeger model, London)

2

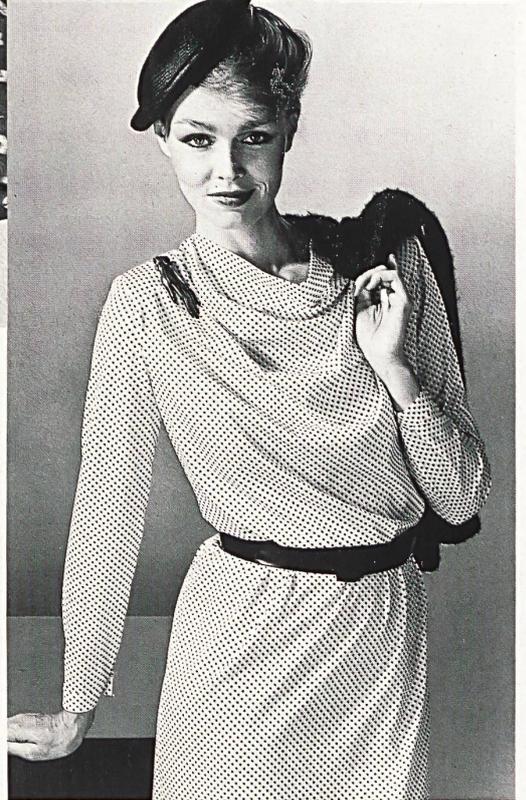
METTLER + CO. LTD., ST. GALL
cotton jersey print (Jaeger model, London)

3

ABRAHAM LTD., ZÜRICH
pure silk figured and printed crêpe satin
(Salvador model, London)

4

Chr. FISCHBACHER CO. LTD., ST. GALL
cotton jersey print (Susan Small model, London)



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