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PAGES 109-111

Nouvelle génération du jersey: fonctionnel et pratique

La Viscosuisse SA à Emmenbrücke, met sur le marché, pour la saison d'hiver 1981/82, un matelassé de Tersuisse®/Nylsuisse® d'un genre nouveau, qui répond particulièrement à des exigences accrues en vue d'un porter fonctionnel et agréable. Les tenues de loisirs et les vêtements légers et pas compliqués suscitent un intérêt toujours plus vif, facteur dont il a été tenu compte dans la réalisation du nouveau jersey matelassé, car les articles de ce genre doivent se prêter à de nombreux usages et pouvoir être combinés avec d'autres matières.

C'est une technique de tricotage perfectionnée (mise au point par Viscosuisse elle-même) qui a permis la fabrication de cet article de mailles composite moderne. Contrairement au matelassé habituel, dont la fabrication demande plusieurs passes de travail, cette nouvelle qualité est produite en une seule opération. En outre, la bourre n'est pas du voile de fibres non tissées ou une matière semblable mais est faite de filés d'un genre nouveau. L'insertion alternée de ces filés de trame améliore la capacité de remplissage et le volume de ce nouveau jersey. Celui-ci, léger et compact, est en outre plus stable et offre les meilleures caractéristiques à l'usage.

Ce matelassé, dont les possibilités de mise en œuvre et de finissage sont nombreuses, peut être fabriqué en filés teints ou pour la teinture en pièces, il peut être imprimé, tricoté en réversible ou multicolore et s'accorde parfaitement avec la mode actuelle. Dans le domaine du vêtement sportif, son imprégnation hydrofuge à micropores augmente le confort au porter.

Les applications du jersey matelassé composite dérivent directement de ses caractères spécifiques. Lingerie, vêtements d'intérieur et vêtements pour enfants, survêtements de sport à régulation thermique, anoraks et ensembles de jour légers (par l'adjonction d'un tissu de protection enduit), ce ne sont là que quelques exemples entre de nombreuses possibilités d'utilisation. Les suggestions de Viscosuisse SA prévoient surtout, en modèles combinés, une enveloppe protectrice en taffetas enduit, uni, façonné ou imprimé, et une couche intérieure chaude en matelassé. Le matelassé de Tersuisse®/Nylsuisse® est très facile à entretenir, il supporte le lavage à la machine, ne se déforme ni ne bouloche. Il se distingue, en outre, par un toucher doux et volumineux, il est agréable à l'épiderme et maintient le corps à une température constante.

that designers are no longer free to range at will beyond the limits of what is "normal", beyond the scope offered by the current sporty and classical lines. In everyday fashions the emphasis is placed on comfort, a comparatively stable notion. The play of fashion – change and change again, constant renewal – is the added element that keeps the wheels in motion. "We no longer have any time for hysteria", stated the new manager of Kenzo laconically. Is this what decided the French government – in its obvious concern for the reputation of Paris as the centre of fashion creation – to appoint a commission for the promotion of creativity in fashion? Apparently it considers such a body the perfect answer to the problem of meeting the growing competition in the clothing market.

It would be unfair however to claim that the designers have been lacking in imagination. It is rather that originality, mood and spontaneity are less important than well-planned execution, continuity and full use of all the possibilities offered by the present lines and silhouettes – and even the relativization of these silhouettes by confronting them with their opposites. As if they had wished to abolish all barriers, the designers have pushed certain themes to the utmost limits of the imaginable. This is not to say they conflict in any way with reason or a sense of reality. Going to the utmost limits does not necessarily mean overstepping them, and exploring all possibilities does not inevitably involve excess and exaggeration. Undoubtedly there have been excesses and exaggerations, but what is more important is to show what can still be achieved with an already existing type of design or, on the other hand, when a modification is to be expected. The showings of the leading designers are becoming more and more indicative of the evolution of fashion, thus reducing the risks for us by warning us long enough in advance of the coming changes in trend.

It was made clear for example that the "warm" and "anti-freeze" and "layered" look have reached saturation point. It was shown that according to current opinion paths in fashion (like all exaggerated attitudes moreover) very quickly degenerate into the ridiculous. And lastly it was also made clear that the end of excessively decorative, colourful ethnic styles (as opposed to the shepherd, huntsman or Scottish styles and Far Eastern influences) is at hand. Almost every important theme is already accompanied by its opposite, which has the effect – secondary perhaps – of using to the utmost extreme the method of creating impact by means of contrasts. The expression "extremes meet" aptly describes the avantgarde collections, and most designers seem to be possessed to varying degrees of "two souls in a single breast". A real duality prevails throughout today's fashions. The No. 1 theme is the play of contrasts. It dictates the general trend but also appears in individual collections and is sometimes found too in a single model. Voluminous silhouettes are found side by side with the purest, almost stark lines, lengths vary from short-short to below the calf, waists are barely suggested or on the contrary strongly emphasized by wide leather belts. Masculine severity vies with femininity, coarse wools are decorated with lace, black dinner jackets are found side by side with lavish Renaissance dresses. This emphasis on contrasts is well summed up by Montana's words "romanticized sportswear". Voluminous opulence would seem to be the second trend favoured by the designers in the latest collections. All these yards and yards of fabric slung over the shoulders in the form of cloaks, scarves, capes or ponchos, worn layer upon layer in the form of jackets, chasubles, coats and

overcoats over trousers and skirts would be more than enough to enable anyone to spend wintry nights out in the open. It is as if a panicky fear of the cold had been responsible for this "wrapped-up" fashion for the coming winter. Are fashion designers haunted by the spectre of an imminent return to the ice age? Or is it merely that they have found new pleasure in wallowing in a wealth of materials, in wrapping and draping their clientele in a profusion of fabrics and scarves? Whatever the case, we shall have to reconcile ourselves to being almost drowned in a deluge of fabrics.

PAGES 109-111

A new generation of functional and comfortable jersey

Viscosuisse Ltd., Emmenbrücke, has just launched on the market for the 1982/83 winter season a new Tersuisse®/Nylsuisse® matelassé, offering outstanding functional and wearing qualities. More and more importance is being given today to leisurewear and light, uncomplicated fashions for the day, and this fact was borne in mind in the development of the new jersey matelassé. The range of use of this article is very wide and it is ideally suited to combining with other materials. The firm used an improved knitting technique (on a machine built by Viscosuisse itself) to produce this latest jersey material. Unlike traditional matelassé, which requires several work processes,

this new quality calls for only one. In addition, the filling is no longer made of fleece or similar materials, but a new process in which threads are introduced into the weft at the time of weaving. This addition of threads of alternating thickness improves both the quality and the bulk of the padding. This light, closely knitted article is also more stable and offers optimum wearing qualities.

The processing and finishing possibilities are many. The matelassé is suitable for yarn or piece dyeing, and whether printed, reversible or knitted in different colours it is in perfect keeping with the current fashion. In the sports field the microporous, water-repellent coating gives added wearing comfort.

Its special properties make the new jersey matelassé ideal for lingerie, homewear and children's clothing, heat regulating sports outfits and, in combination with a coated protective fabric, for anoraks and light day outfits – to mention but a few of the many possibilities offered by this new jersey. For the models made of this new jersey, Viscosuisse Ltd. recommends a protective outer side in coated taffeta, whether plain, figured or printed, and a warm, porous inside in matelassé, allowing the skin to breathe. The new Tersuisse® and Nylsuisse® matelassés are remarkably easy to look after, they can be washed by machine, are shape retaining and resistant to pilling. They are also remarkable for their soft, voluminous handle, are pleasant to wear next to the skin and have good insulating properties.

PAGES 59-65

Designers Point the Way in Fashion

It is becoming more and more apparent in fashion that a brake is being put on experiment for experiment's sake – in other words, certain limits have been set to the framework within which imagination can have free play with fancy themes and "fun" fashions, and this space has become decidedly smaller. And it is precisely in the new trend-setting collections that it is becoming more and more obvious

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