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*In textile Switzerland, Zurich is the silk city, St. Gall the cotton metropole. Thus tradition wanted it and nobody had ever questioned it. At least not until recently, when a young native of St. Gall decided to establish a converting house mainly for silks right in the heart of the Swiss cotton center. His name is*

## PAUL T. KAMARAS

A typical representative of the new generation of textile makers, commercially trained Paul T. Kamaras successfully combines a flair for modern business methods with a feeling for design and fashion. His professional life had always revolved around fabrics. When he struck out on his own in 1978, he looked back on 15 years of experience in the fields of textile printing, embroideries, shirtings and novelty fabrics. At a time when old-established mills closed their doors for ever, Kamaras believed and invested in the future of Swiss fabric production.



### **The concept**

"Out of a lifetime love of silk," Kamaras developed a concept which is essentially material-related and which he describes as: "A top end of the market novelty range of silk prints, weaves and jacquards, designed, produced and distributed by a small, efficient team." Five years and ten collections later, the initial object has been attained with – as Paul T. Kamaras emphasizes – the help of a small but proficient and loyal staff of collaborators. While the firm recently moved to more spacious quarters, its owner intends to keep it at the present economically efficient size, consolidating and optimizing gained achievements.

For the immediate future he would like more customers to take advantage of the firm's creativity and technical know-how, be it in prints or in wovens. In fact, apart from the house collections Kamaras has been creating exclusive custom-made ranges for a discerning clientele, from yarn development all the way through to finished fabrics. This is a potential growth area where the team feels qualified to provide a professional service, not easily to be had elsewhere.

### **The collection**

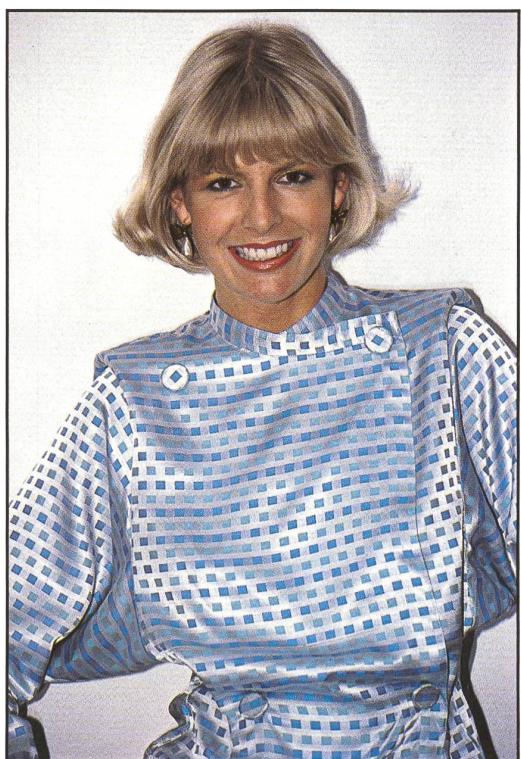
Although the name of Kamaras is still something of a "hot tip" among makers-up of high-class women's blouses, dresses and men's shirts, his fabrics have made an entrance into the world of couture. They are also exported to all major markets in Europe, in the Near and Far East, with local representatives providing on the spot service. The collection is regularly on view at Interstoff and at the firm's permanent showroom on 32 Rosenbergstrasse in St. Gall.

"Creativity is the capability to transmute into a different form impulses from wherever they may come," says Paul T. Kamaras. His designs are essentially classics, yet with an air of sophisticated simplicity that is the essence of good design. The colorations follow fashion trends, but always adapted to the noble look of the materials used. A synthesis of luxurious fabrics, tasteful patterns and fashion-right colors, Kamaras designs span the seasons and appeal to elegant women everywhere.

### **The Winter 84 range**

In keeping with this basic formula of "a couture look at prêt-à-porter prices", the Winter 84 range includes plain and printed silk jacquard crêpe satin, handprinted silk crêpe de Chine with mock relief-designs, as well as matching silk weaves in fashionable colorways. For the first time, wool challis prints appear in a Kamaras collection, accompanied by matching silk prints and silk jacquards. The evening range highlights satin weaves in pure silk and acetate and beautifully sheer silk muslin solids and prints. Print designs get generous surface treatment, with florals, geometrics and ornamentals clearly contoured in the manner of modern masters. Shirtings in silk crêpe de Chine and fine Swiss cotton voile propose quiet patterns with mock relief-effects through colorations. For the next season, art lover Kamaras' palette paints a warm wintry scale, brightened by flashes of jewel-tones.

B. Feist



Fabrics:  
Paul T. Kamaras  
Models:  
Gerd Mittag

