

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1983)
Heft: 55

Artikel: Fashion flashes...
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-795708>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

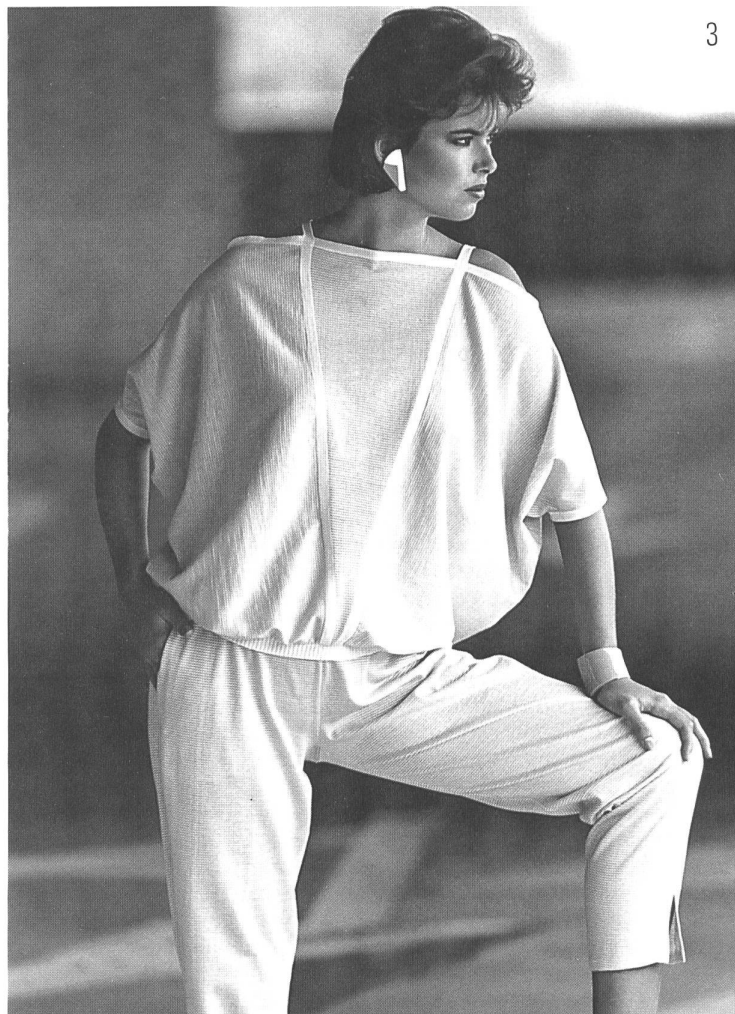
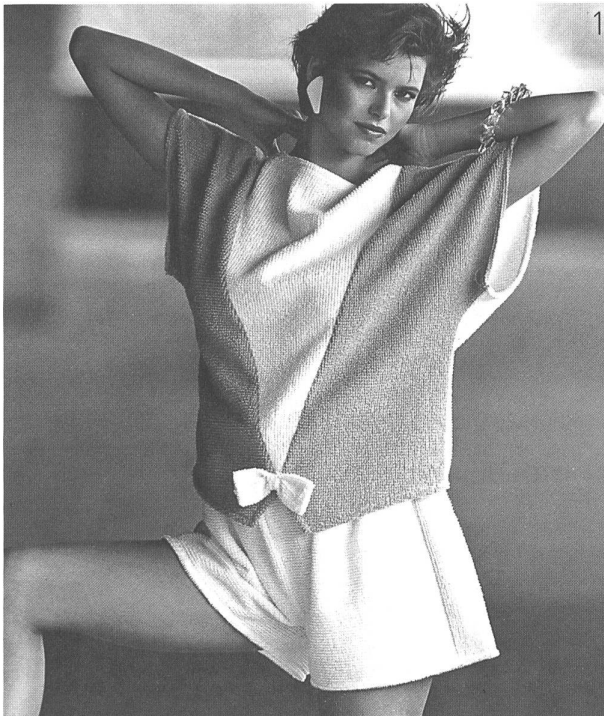
The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 13.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

FASHION FLASHES...

WITH "FLASH" AND "CASUALS"



In addition to the "Elegance Classique" line, with its timeless cuts and delightful fabrics, Hanro is breaking fresh ground in nightwear with its "Ligne Nostalgique" and "Ligne Elitaire". Superfine semi-sheer Swiss cotton voile with printed floral patterns on delicately spotted grounds or lightweight single jersey featuring a provençal design are made up into highly feminine, youthfully light-hearted nightwear with a specially dainty look. Plain-coloured single jersey, also made from shimmering mercerized cotton yarns, in shades of white, pale platinum grey, opal glass green and powdery beige/pink, is a sheer delight to wear. And, of course, the models are available in pure silk as well.

Apart from the beautifully made Standard range of day underwear, a high-fashion Trend collection – energetically promoted by Hanro over the past few seasons – has introduced a touch of sparkle into the day underwear sector. Bodies, tops and briefs, all youthfully up-market in cut and styling, are the centre of attraction. But to the wearer, they are neither bodies, nor tops, nor briefs, because the cotton and silk/cotton qualities used are so soft and supple that they cling to the body like a second skin which can scarcely be felt. The fashionable bodices have been styled to double as sun-tops, T-shirts or sleeveless blouses. Elegant embroidery applications and appliquéd embroidered tulle braids with floral patterns betray a conscientious attention to the kind of details that lift underwear into the luxury class. New cotton qualities with integrally knitted multicoloured



WEISBROD-ZÜRRER AG, HAUSEN AM ALBIS *Mod. Habella*

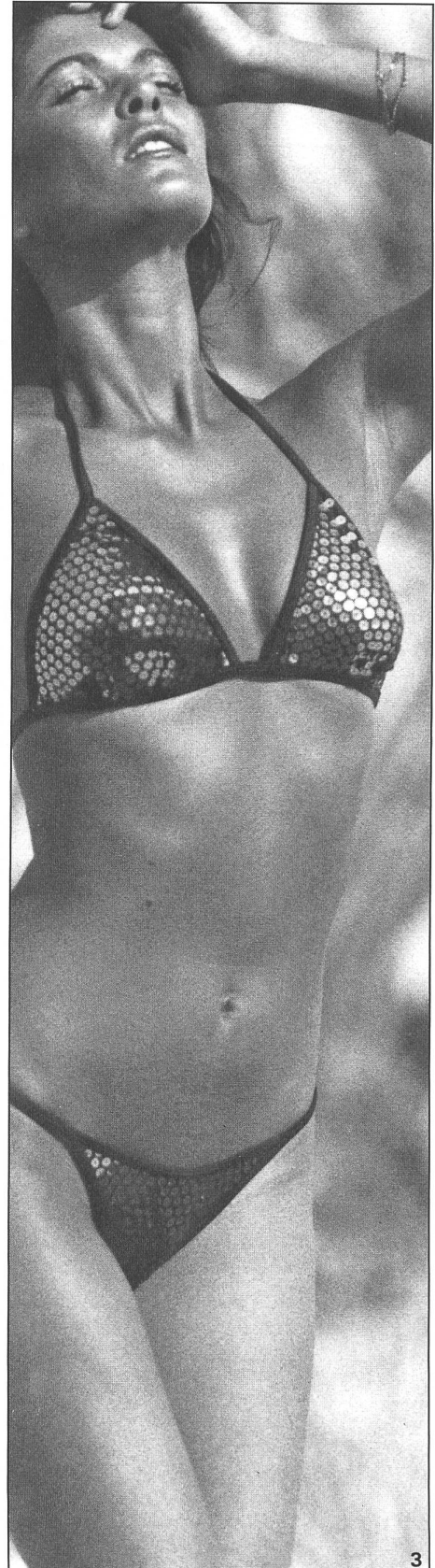
1. Reinseiden-Toile wash and wear, in glatter und matelassé Verarbeitung (Schnürlstickerei Forster Willi) / Toile pure soie wash and wear, travaillée à plat ou en matelassé (broderie fils découpés Forster Willi) / Pure silk wash and wear fabric in smooth and matelassé versions (corded silk embroidery by Forster Willi).

BISCHOFF TEXTIL AG, ST. GALLEN *Mod. Schiesser*

2. Satin-Kettwirkware mit Tüllstickerei und appliziertem Satinband / Satin mercerisé, broderie de tulle et ruban de satin appliqué / Warp-knit satin with embroidered tulle and appliqué satin ribbon.

CREATIONS WILLY ZÜRCHER, ST. GALLEN *Mod. Rasurel*

3. Mehrfarbige Pailletten-Stickerei auf Stretchstoff / Broderie de paillettes de plusieurs tons sur tissu stretch / Multicoloured sequin embroidery on stretch fabric.



Fotos Dave Brüllmann, Zürich

Fotoregie: Exportwerbung für Schweizer Textilien, St. Gallen

Text und Gestaltung: Beatrice Feisst