

**Zeitschrift:** Textiles suisses [Édition multilingue]  
**Herausgeber:** Textilverband Schweiz  
**Band:** - (1983)  
**Heft:** 56

**Artikel:** Worth a million  
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**DOI:** <https://doi.org/10.5169/seals-795720>

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# 特別 日本向け

In a most original attempt at creative merchandising, three Swiss houses recently pooled their talents to create a dress

## WORTH A MILLION

Destined for exhibition in Japan in May next year, the dress is an extraordinary promotion instrument for Swiss contemporary design in exclusive jewellery, embroidery and high fashion. It is the joint venture of a goldsmith, an embroidery-maker and a fashion designer, each of them internationally recognized as a leader in his field.



The ingenuity of Willi Inauen's creations. A headpiece of white gold and diamonds worth a million Swiss francs.

### The goldsmith

As is the case with most innovations, at the beginning there was a need and subsequently an idea. For a jewellery exhibition in Tokyo, goldsmith Willi Inauen of Mendrisio was looking for an appropriate background display to mount his exceptional creations. While jewellery is usually designed as an accessory enhancing the line of a dress, Inauen's idea was to have a dress designed as an accessory to his ingeniously constructed headpiece of gold wire and diamonds with arm clasps to match, together worth a million Swiss francs. During his search for suitable dress fabrics, the well-known designer of symbolized jewellery and Ticinese by choice remembered his native St. Gall. In Switzerland's traditional stronghold of embroideries and high fashion, Inauen's project caught the imagination of one of the oldest embroidery houses.

Embroideries: J.G. Nef-Nelo Ltd., Herisau  
Models: AKRIS A. Kriemler-Schoch, St-Gall  
Jewellery: Willi Inauen, Mendrisio  
Coulour photos: Peter Huber, Zurich



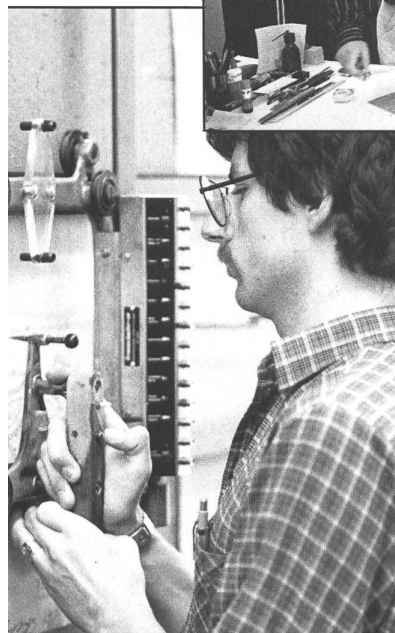


Worth a million – black silk satin gown with hand-mounted cotton chintz and silk satin embroidery applications. The jewelled headpiece is made of white and yellow gold adorned with 11 diamonds of the finest quality, together about 33.0 carats. The largest diamond weighs 6.28 carats.



# 特別日本向け

A mutually inspiring collaboration. Embroidery designer Bruno Traber and jewellery designer Willi Inauen.



△ J.G. Nef-Nelo. Entering the spirit of this age. Contemporary embroidery patterns produced on sophisticated embroidery machines.

△ Akris workshop. Mounting embroidered trimmings and finishing dresses by hand.

△ J.G. Nef-Nelo. Adapting jewellery design to embroidery technology.

△ Akris stylist. Creating a dress to match unconventional jewellery.

## The embroidery-maker

J.G. Nef-Nelo of Herisau have been producing novelty embroideries for the past 178 years. Their finely worked dress fabrics and delicate trimmings are exported to all corners of the world. Prominent designers of couture and high-class ready-to-wear, of bridal, evening and children's fashions count among their regular customers. To Bruno Traber, chief designer of the firm's embroidery department, collaboration with a jewellery designer was a novel experience as well as a challenge to his creative talents. In what Traber describes as "a most stimulating and mutually inspiring project", the most characteristic elements of Willi Inauen's jewellery designs had to be adapted to embroidery technology. Unconventional material mixes, such as linen and cotton chintz applications on silk organzas, echo the modernity of the gem mountings. Ground fabrics and embroidery yarns had to be dyed to match the luminous shades of precious stones.

As the project developed, further designs emerged: A second model adorned with jewellery worth 30 000 Swiss francs and precious, jewelled and embroidered tulle motifs for ladies intimate apparel. Work on the project also opened up new vistas in embroidery design. Along with the fabrics for the models, J.G. Nef-Nelo created a range of contemporary embroidery patterns which reflect the spirit of this age and enter into today's mood in fashions. These novel embroidered piece goods and trimmings will be presented to Japanese buyers together with the models.

## The fashion designer

Almost from the outset, Albert Kriemler of Akris, St-Gall, has been a partner to the project. An internationally successful specialist in high-fashion ladies' ready-to-wear, Kriemler designed two dresses, one a floor-length evening robe of black silk satin, the other a short cocktail gown of turquoise silk organza. While the overall lines were deliberately kept simple to set off the jewellery, the embroidery decor of the black dress takes up and prolongs in an elegant sweep the white gold wire hangings of the diamond-studded headpiece. The turquoise dress features a square neckline which serves as a frame for the turquoise pendant of the diamond-adorned yellow gold necklace. The embroidery motifs of the softly draped overskirt repeat the liberated movement of the diamond mountings.

Both dresses will undoubtedly prove attractive ambassadors and witnesses to this country's artistic craftsmanship.

B. Feisst





Colour matched – silk organza dress with cotton chintz and linen embroidery motifs and yellow gold jewellery with precious diamonds and natural turquoise stones.