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Autor: Feisst, Beatrice
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THE FALL COLLECTIONS:

EASY ELEGANCE

American fashions are at ease. Understated elegance and a sense of ease and informality add up to style this season. The men's wear influence is paramount. Hemlines end at midcalf. Greys and winter whites, brown, navy, wine and forest green, fawn and blush pastels alternate with black and day-glo brights. The easy good looks revolve around big overcoats and jackets, wide pants, jersey dresses and cashmere knits. Evening fashions take their cue from casual sportswear and are just as comfortable to wear.

The androgynous look

The overwhelming influence of men's wear is expressed in muted colorations and in the choice of fabrics: Tweeds, flannels, cavalry twills, loden cloth, haberdashery checks, herringbone and plaid-patterned woollens. It's a man's world on Seventh Avenue, though every designer has his or her own approach.

"Not fashion, just good clothes," says Calvin Klein of his urbane mix of boyish separates in tweeds and flannels, wool prints and cashmere sweaters. At Ralph Lauren, the super-refined country look includes demure schoolgirl dresses, WASPish cashmere coats with velvet collars, and genteel tweed jackets over sweeping velvet skirts. While Anne Klein offers well-groomed polo coats, riding pants and saddle skirts, Perry Ellis' mannish plaid balmacaan teams well with a handknit shetland vest, silk shirt and covert trousers.

Mixing patterns as well as textures—a muted tweed jacket and plaid wool shirt look perfectly at ease over a paisley printed wool challis skirt—sportswear designer clothes this Fall look refreshing and strictly All-American.

The grandly scaled toppers

Oversized overcoats with a built-in swagger, amply cut yet slim boy coats and trenchies in tweeds and gabardine are the perfect toppers for casual sportswear separates and long-skirted jersey dresses. The important looks: Bill Blass's pale pink cashmere ulster over beige cashmere sweater and full pleated flannel pants. Calvin Klein's barleycorn tweed balmacaan and covert plaid blazer with cashmere sweater and cavalry twill trousers. The broad-shouldered polo coats in solid navy, russet and burgundy alpaca and wool broadcloth at Anne Klein and Ralph Lauren. And last but not least, Oscar de la Renta's free-swinging cropped coats in neon-brights over black and day-glo jersey dresses.

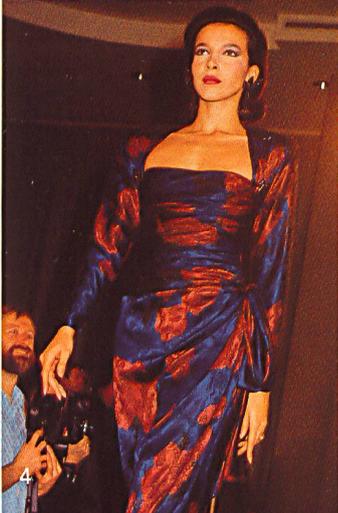
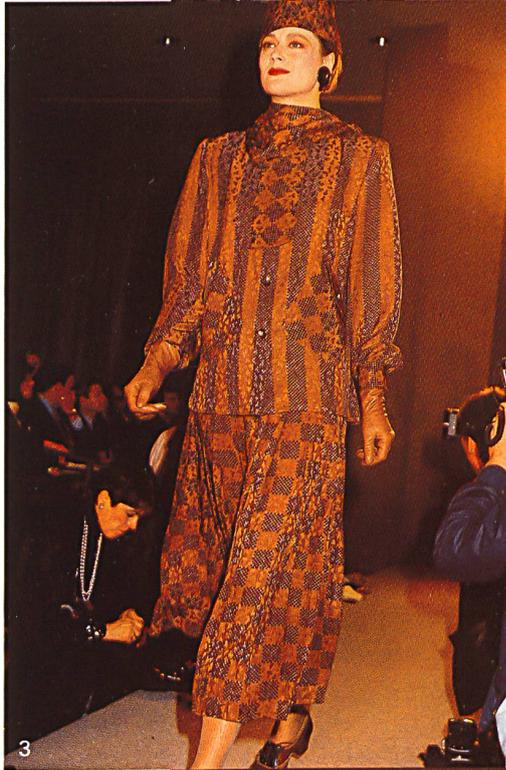
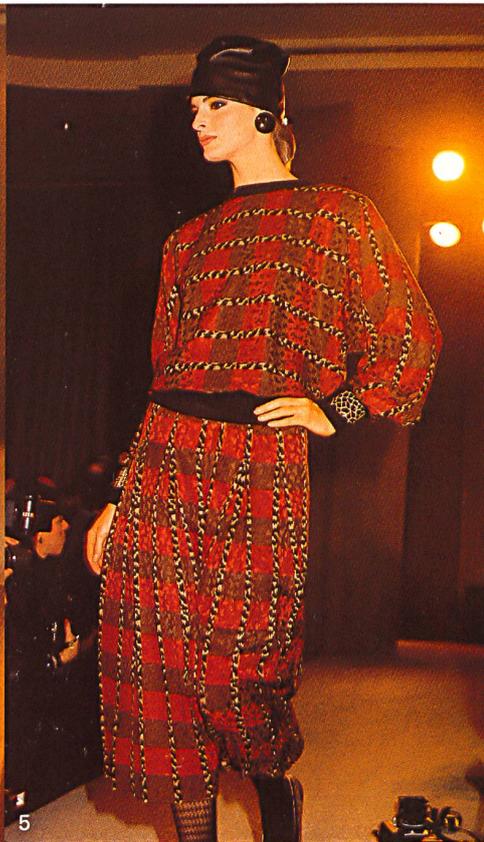
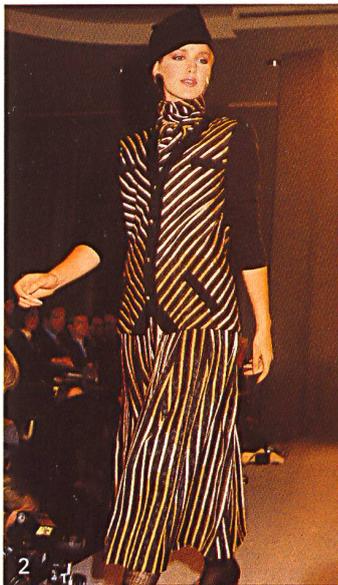
Knits take a frontline bow. As the day declines, the ivory varsity sweaters, the colorful argyles, the handknit shetlands and classically clean cashmeres make way for jeweled Icelandic ski sweaters at Bob Mackie, for Oscar de la Renta's white cashmere cardigan edged in black velvet, and for one of this season's greatest looks: the quartet of silver grey, golden camel, pale pink and deep red long cashmere sweaters and twin-sets over deep-flounced skirts of satin and lace that stopped the show at Bill Blass.

The ever-essential glitz

In their pursuit of offhand elegance, America's top designers leave nothing to chance. Evening separates offer plenty of glitter, yet are as comfortable to wear as casual sportswear. If de la Renta goes on the gold standard with gold lamé and jewel-encrusted gold guipure lace combined with black velvet, Blass pairs off a sable-cuffed cardigan jacket paved in gold beads with cashmere trousers.

Those who favor more traditional evening clothes find plenty of sleek and seductive creations, bare-shouldered, with portrait neckline, wrapped torso and empire waistline. They come in a panoply of silky pannelé velvet, sensuous silk satins, rich silk jacquards, fluid crêpes, shimmering lamés and embroidered organzas from Switzerland's leading fabric and embroidery houses.

Photography:
Christopher Moore, Christian Coigny,
Harlan Kayden, Buckmaster, Jesse Gerstein,
Robert Kirk, Gideon Lewin, George Smith



- 1) Silk satin and gold-shot muslin jacquard
- 2) Figured silk print
- 3) Figured silk print
- 4) Figured silk satin print
- 5) Figured silk satin print
- 6) Figured silk satin print

Models Bill Blass. Fabrics Abraham.

THE GOOD WOOLS

Daytime chic in soft grey and beige. But bright blue is striking with black.

Carolina Herrera loves shoulder accents. Her grey flannel dress has velvet leaf appliqué by Forster Willi. She combines Abraham's African-inspired wool challis with a color-matched sweater.

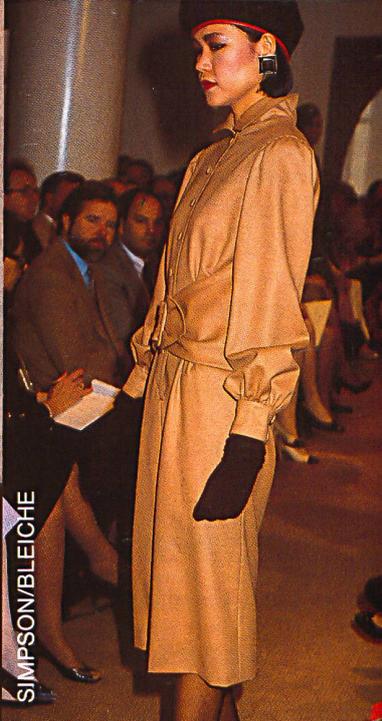
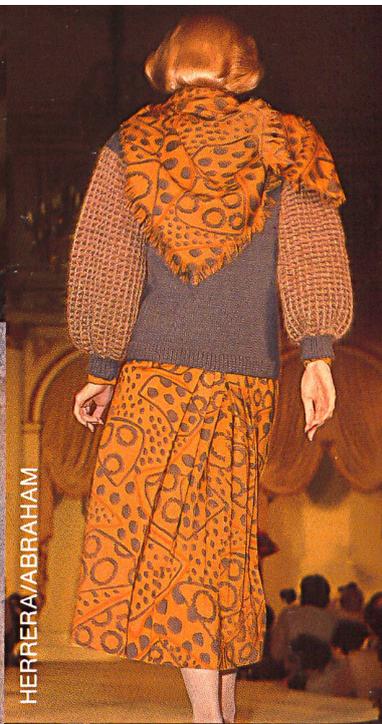
Adele Simpson cuts an elegant suit in pure new wool flannel from Bleiche. The accompanying blouse is a silk print from Weisbrod-Zurrer. Dresses are draped. In solid-colored wool flannel from Bleiche or jewel-toned silk satin from Abraham.

Two-tone effects and masterful draping also at Marc Bouwer. In matte jersey from Abraham. A new talent in American fashion, the young South African's designs have simplicity of cut and fluidity of line.

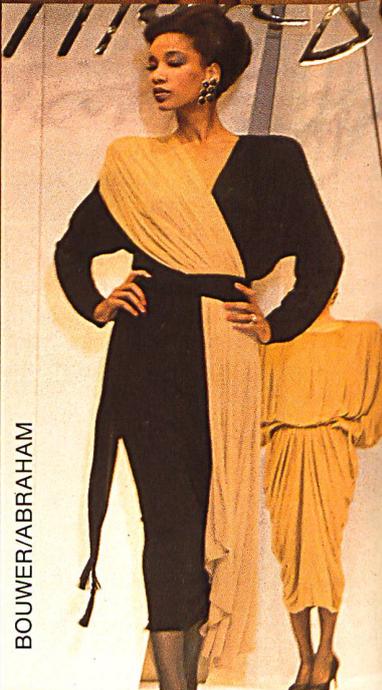
HERRERA / FORSTER WILLI



HERRERA/ABRAHAM



SIMPSON/BLEICHE

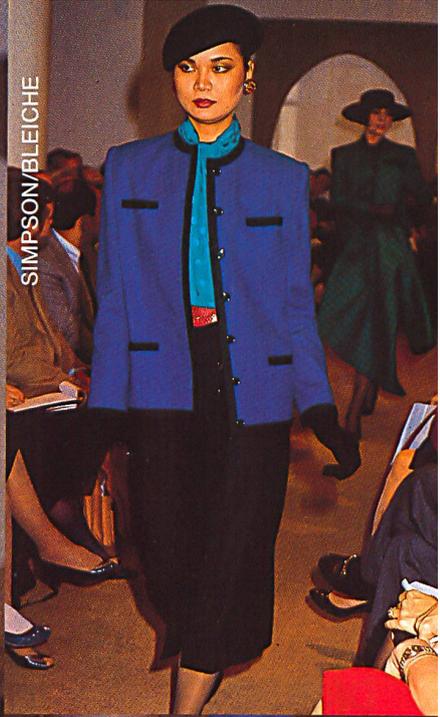


BOUWER/ABRAHAM

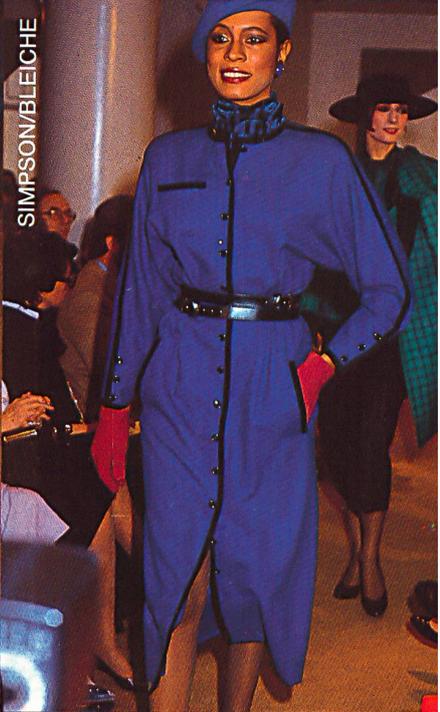
SIMPSON / BLEICHE / WEISBROD-ZURRER



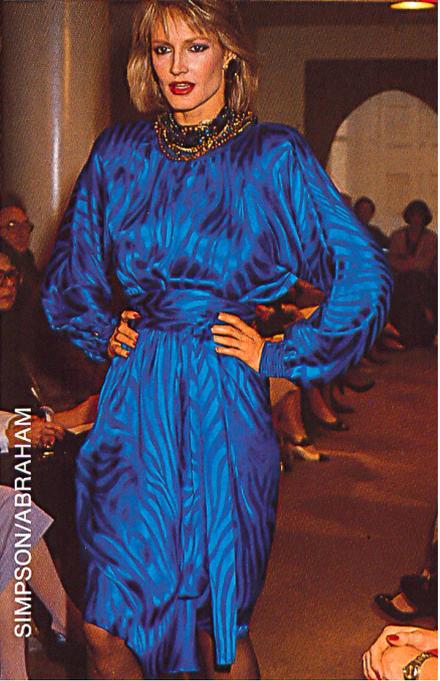
SIMPSON/BLEICHE



SIMPSON/BLEICHE



SIMPSON/ABRAHAM



DRAMATICAL DRAPING

Le Rouge et le Noir.
Simple, sumptuous,
sensuous. Body-sculp-
tured, body-skimming.

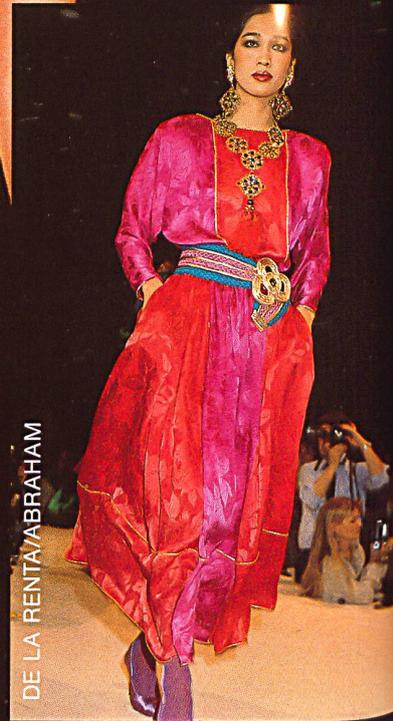
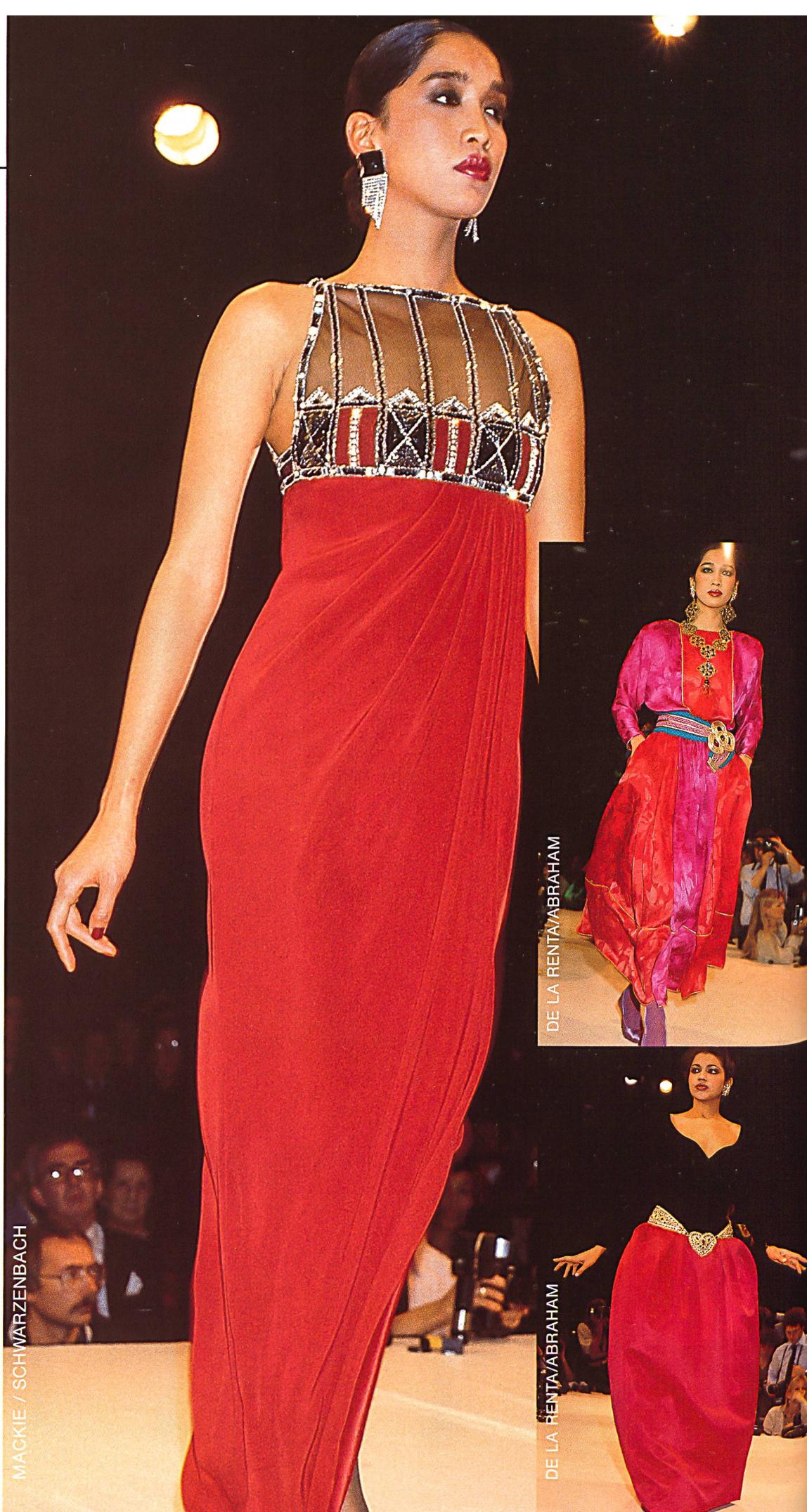
Abraham's double-
faced silk satin, satin-
back silk crêpe and
flowered silk jacquard
make an entrance.

Moulded torso, sweet-
heart neckline: Bill
Blass. Gently gathered,
in vibrant color mixes:
Oscar de la Renta.

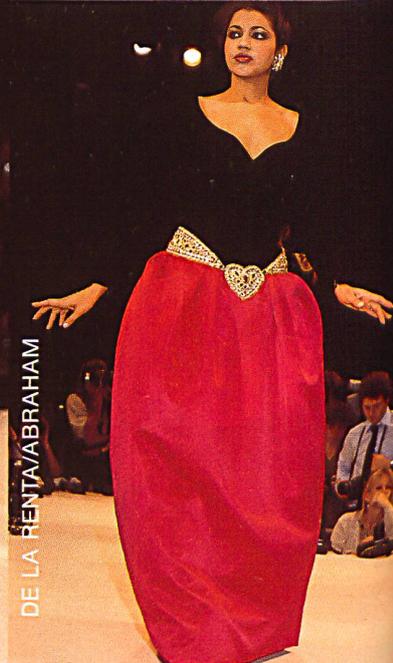
The sleek slashed siren
features Bob Mackie's
native-inspired signa-
ture beading on solid-
colored crêpe from
Schwarzenbach.

Schlaepfer's red allover
embroidery on black
velvet ground shows
up at Adele Simpson.
Seductively low cut,
with tiered skirt.

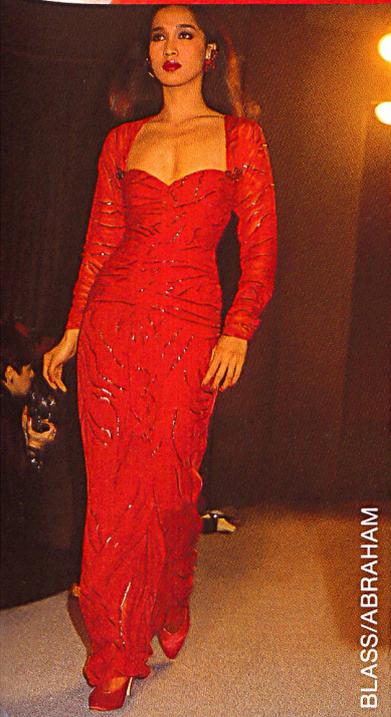
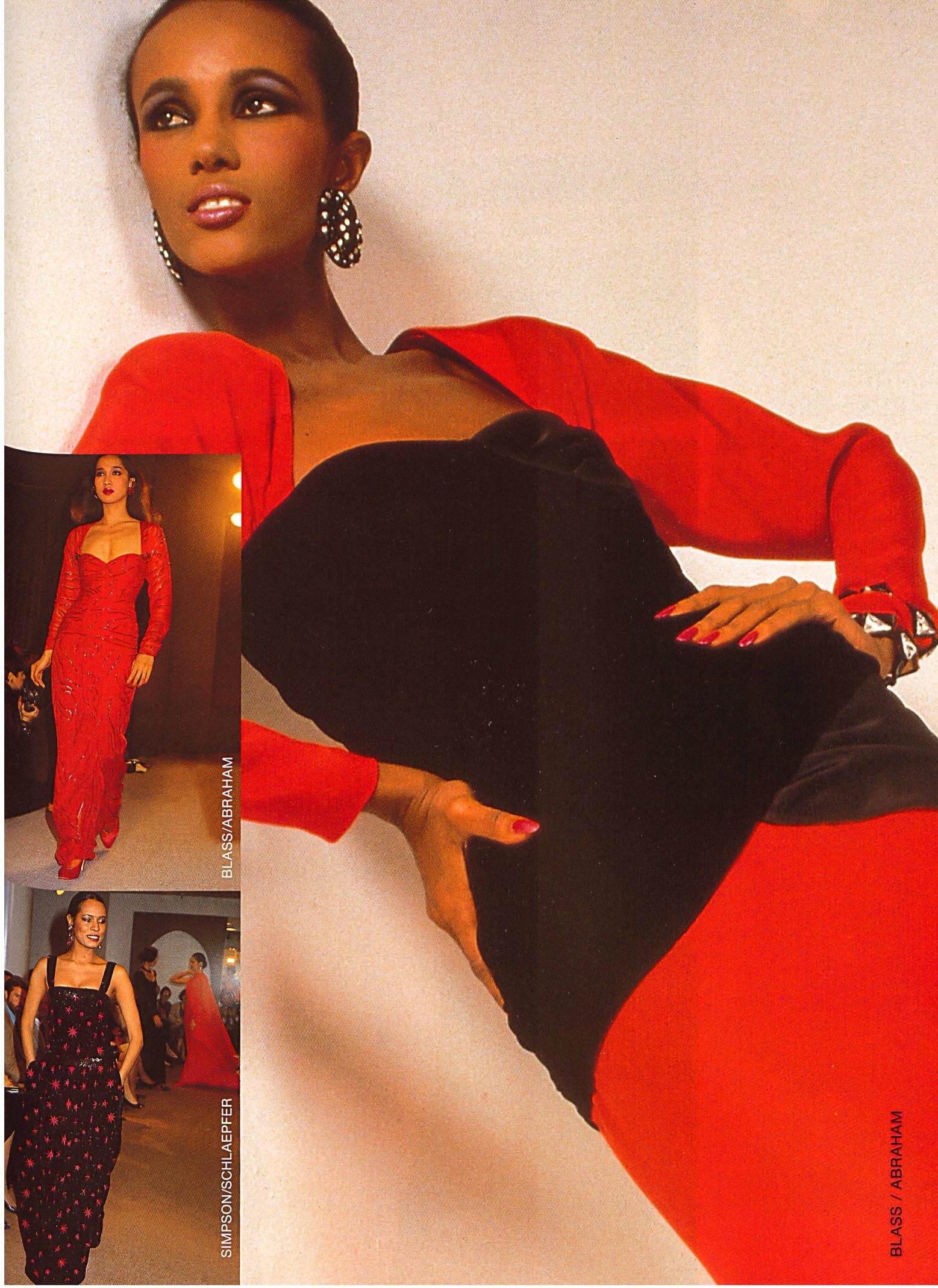
MACKIE / SCHWARZENBACH



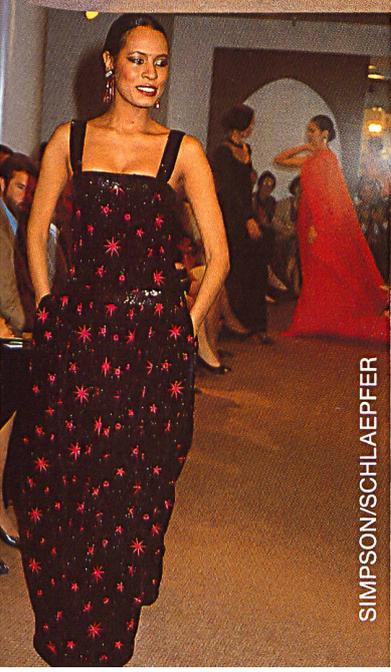
DE LA RENTA/ABRAHAM



DE LA RENTA/ABRAHAM



BLASS/ABRAHAM



SIMPSON/SCHLAEPFER

BLASS / ABRAHAM

THE PURE-BRED

Purity of color, purity of line. Black played against white. A classical formula in elegant evening dressing.

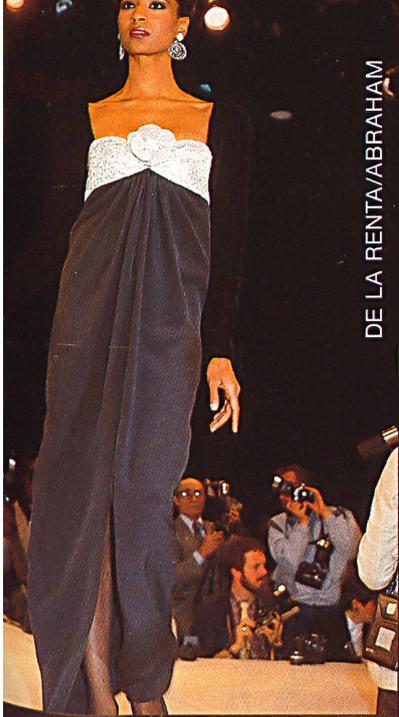
George Stavropoulos accents the hip. His long blouson of white embroidered silk organza from Naef tops a white wrapped sheath.

The hip-hugging, godet-pleated gown in black crêpe from Schwarzenbach gets a glittering hand-beading treatment at Bob Mackie.

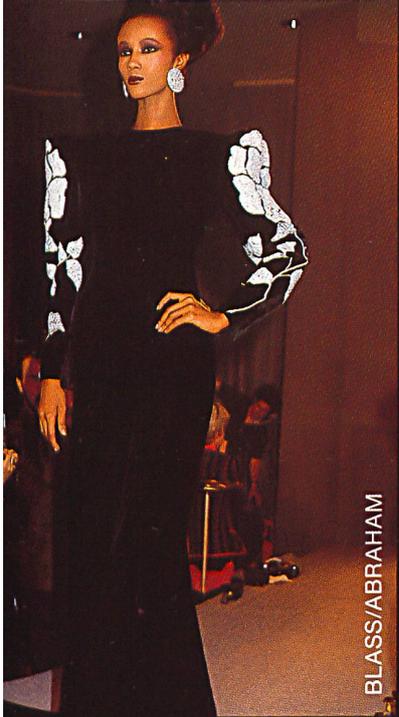
Also among this season's greatest looks: Oscar de la Renta's two-piece cocktail suit in black and white grosgrain. His high-waisted silk organza wrapper with portrait neckline. The empire gown designed by Bill Blass in satin-back silk crêpe with appliquéd motifs. All in fabrics from Abraham.

STAVROPOULOS / NAEF

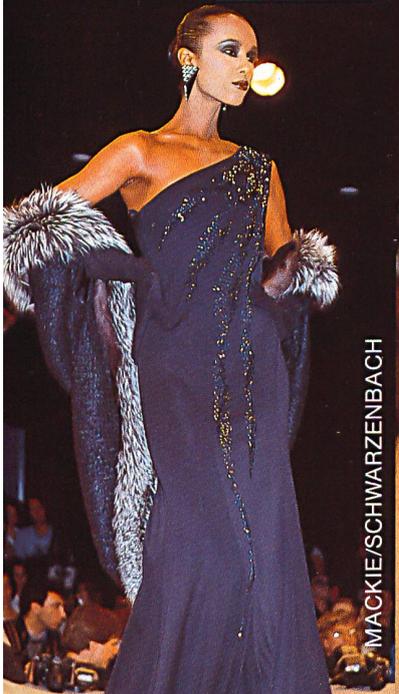




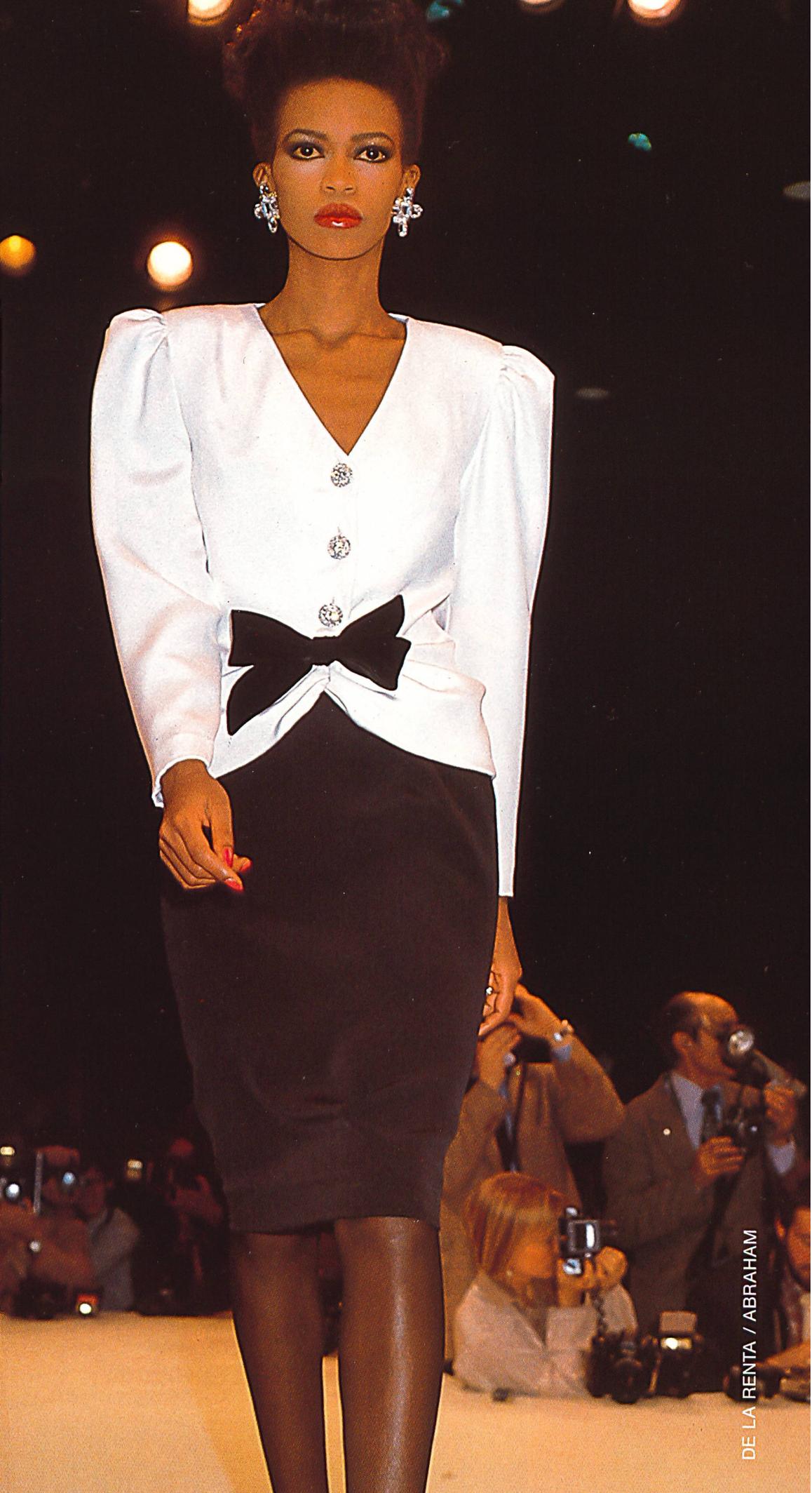
DE LA RENTA/ABRAHAM



BLASS/ABRAHAM



MACKIE/SCHWARZENBACH



DE LA RENTA / ABRAHAM

EXQUISITE EMBROIDERY

Richesse of material, richesse of decor. After five, fashion focus is on embroideries.

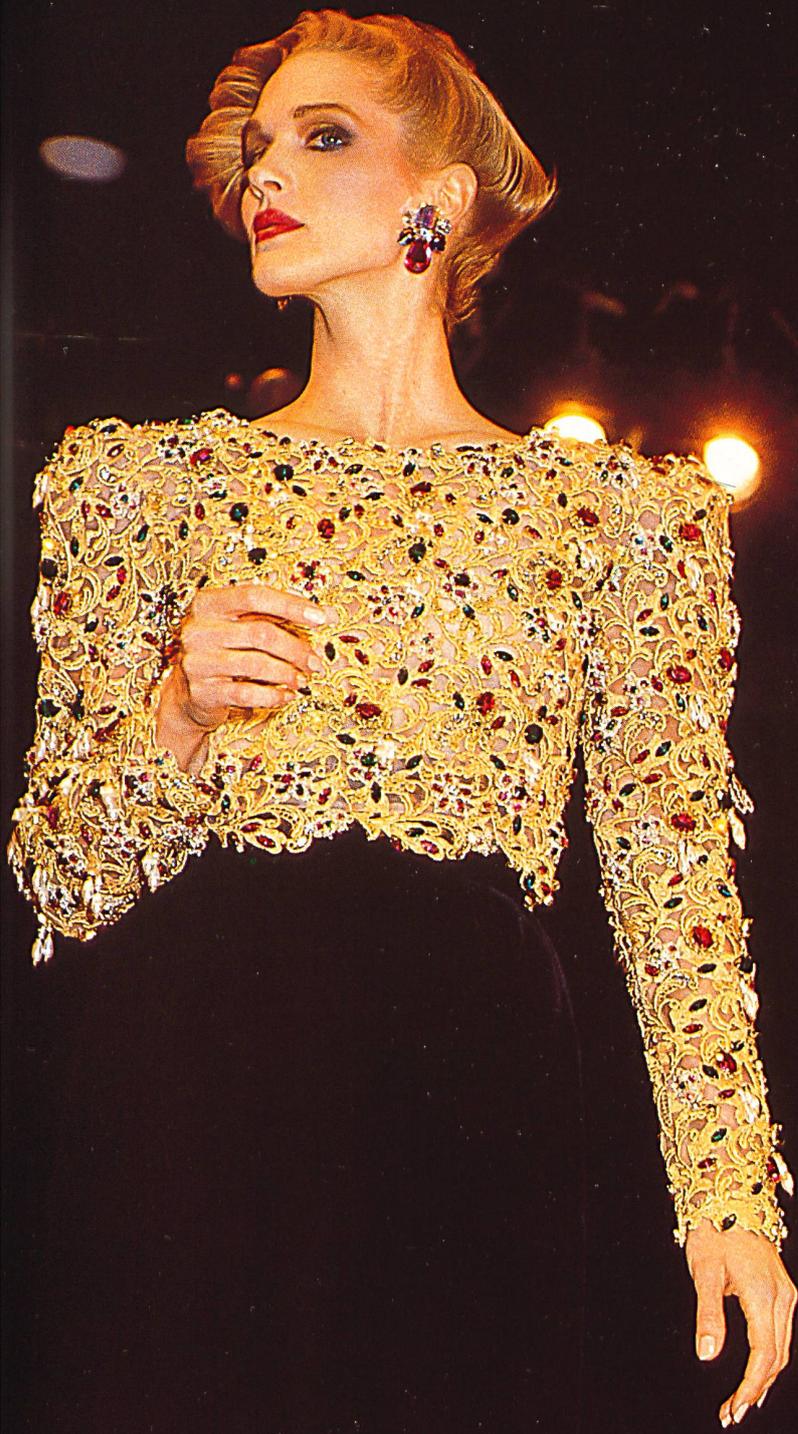
Richilene accentuates a slim waist, a graceful hemline. The bare-shouldered burgundy gown has a rich decor of multicolor border embroidery on pure silk satin, the short ivory dress lurex border embroidery on dot-figured iridescent crêpe ground. Both from Jacob Rohner.

The teal blue panné velvet dress by Diane Dickinson for Gentillesse features cut-out organza motifs incrustated with sparkling rhinestones. Evening elegance from Oscar de la Renta combines black velvet with Forster Willi's jewel-incrusted gold guipure lace.

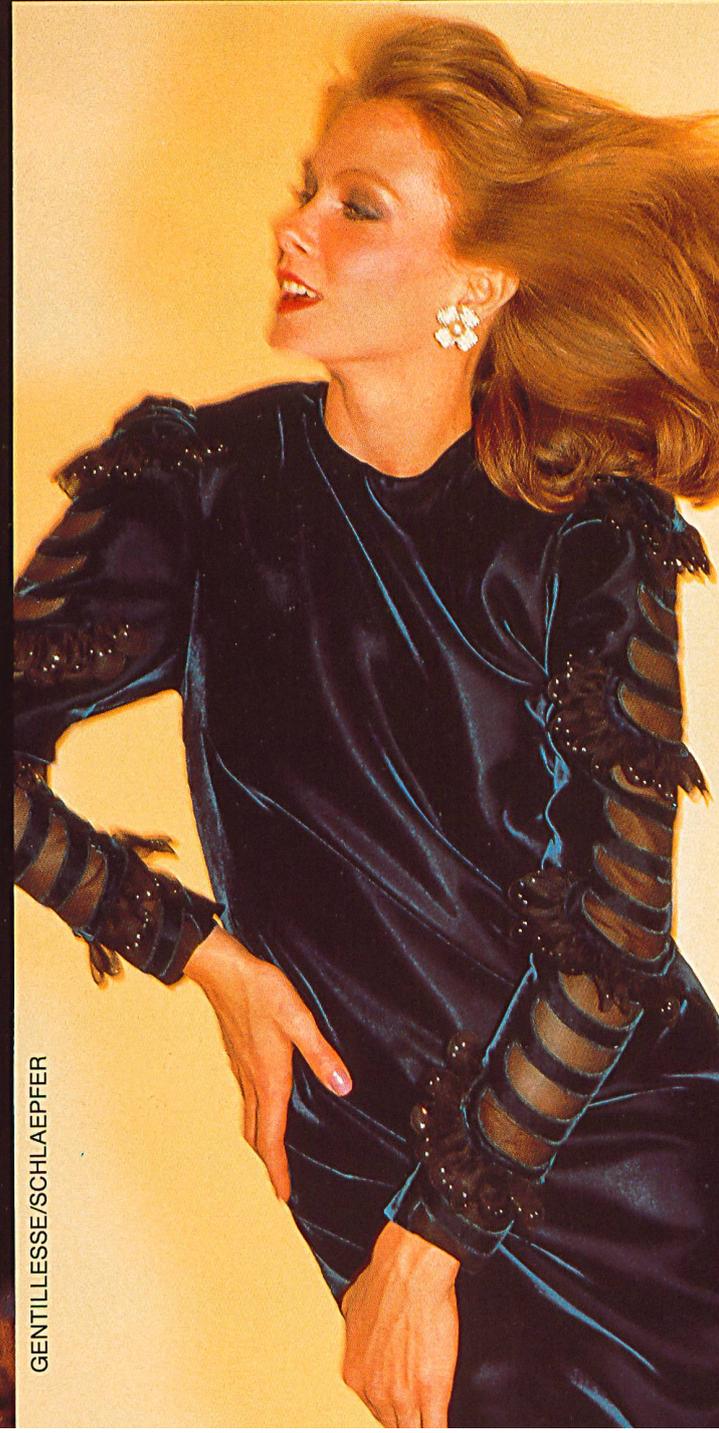


RICHILENE/ROHNER

RICHILENE / ROHNER



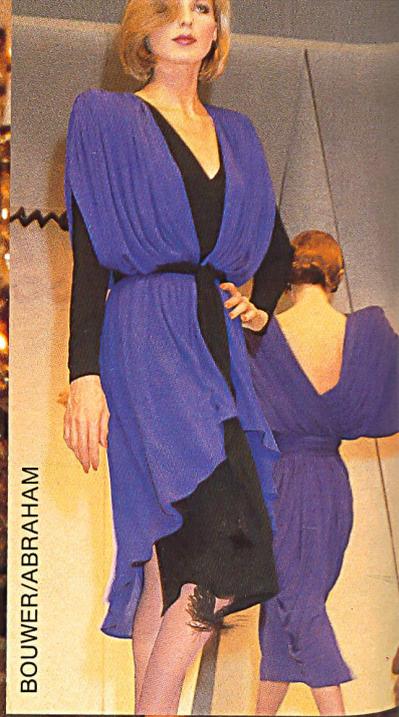
DE LA RENTA / FORSTER WILLI



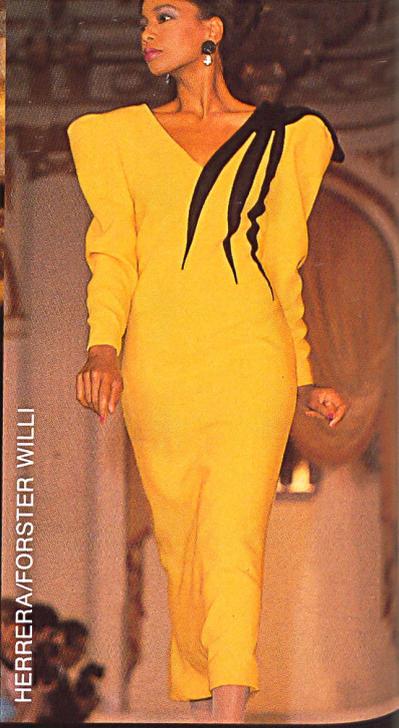
GENTILLESSE/SCHLAEPFER



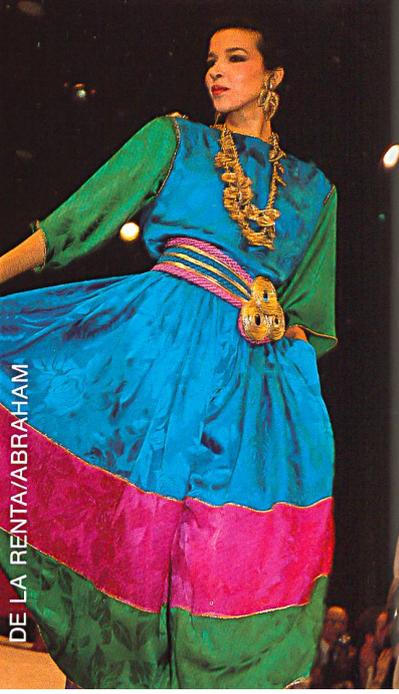
STAVROPOULOS / NAEF



BOUWER/ABRAHAM



HERRERA/FORSTER WILLI



DE LA RENTA/ABRAHAM

OUR MEN IN NEW YORK

Although Switzerland is always worth a trip, you need not travel there to see this country's textile products. For many years, Swiss mills and embroidery houses have been maintaining showrooms in New York as well as in other major American cities. They are run by efficient agents who know the textile business intimately; who understand your problems and strive to give you individual on-the-spot service.

Acting as ambassadors of the Swiss textile industry, these manufacturers' representatives take pride in bringing the best Switzerland has to offer to the American apparel industry and retail piece goods trade. They are knowledgeable about fabrics and well informed on international fashion trends. They will relieve you of time-consuming import operations and, thanks to bulk shipments, often at rates quite advantageous to you.

Just in case you have not yet met, Textiles Suisses takes pleasure in introducing our men – and ladies – in New York:

MARCEL BANZIGER INC.

110 West 40th Street
New York, N.Y. 10018
Tel. (212) 997-0915

A native of Switzerland's embroidery metropolis St. Gall, Marcel C. Banziger projects elegance, efficiency and fabric market expertise. Thoroughly trained in fabrics and embroideries, the one-time employee of Forster Willi moved to New York in 1961. A natural flair for high fashion and quick adjustment to the breathtaking pace of Seventh Avenue paved his way to success. In 1977 he founded his own company, serving all of the American upper-end ready-to-wear market out of the New York based office.

On his regular visits to European fabric fairs and mills, Marcel Banziger keeps an eye on fashion trends and on the high quality standard of the mills he represents. Today, a well-liked habitué of top designer showrooms and a well-established source for novelty fabrics and embroideries, his customers know: If it can be done, Marcel will do it.

Representatives for:

BLEICHE AG, ZOFINGEN

Novelty fabrics in pure new wool and high fashion wool blends. Plain and color woven.

FORSTER WILLI + CO. AG, ST. GALL

Novelty embroidery for women's wear, lingerie and home furnishings. Novelty jerseys, plain, printed and jacquard for women's wear and men's shirts.

E. SCHUBIGER + CIE AG, UZNACH

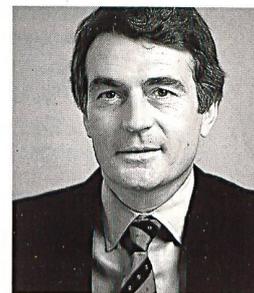
High-fashion fancy wovens in pure silk and silk-blends. Plain, figured, jacquard.

ROBT. SCHWARZENBACH + CO. AG THALWIL

Woven and jersey fabrics, plain, jacquard and printed. In natural fibres, rayon and synthetics.

STEHLI SEIDEN AG, OBFELDEN

Fashionable fabrics and silk-like novelties. Plain and fancy.



Marcel C. Banziger:

"I always try to give my customers what they are entitled to expect from the Swiss: Top quality, prompt service and on-time delivery."

ABRAHAM SILKS COMPANY, INC.

108 West 39th Street
New York, N.Y. 10018
Tel. (212) 921-1686

Abraham Director David Rosen has been with the company since 1954. His previous experience as fabric buyer for Dior New York and in ready-to-wear have given him indepth understanding of designers' needs. He is responsible for distribution of Abraham fabrics to all of the United States, Canada and Mexico. Through his contacts with the most creative design talents in America, who are often inspired by the Abraham range, David Rosen is well aware of prevailing high-fashion trends. In 30 years of service to top apparel manufacturers and retail fabric houses, he has gained a reputation for integrity and reliability in deliveries.

Representatives for:

ABRAHAM AG, ZURICH
High-fashion fabrics in silk, wool, cotton, rayon. Jacquard and jersey. Plain and printed.

WETTER + CO. AG, HERISAU
High-fashion fabrics and embroideries for ladies' dresses, blouses and men's shirts. In cotton, wool and synthetics.

**David Rosen:**

"Abraham fabrics have always been a source of inspiration to American top designers."

DICK & GOLDSCHMIDT, INC.

108 West 39th Street
New York, N.Y. 10018
Tel. (212) 997-1111

In his 30 years' association with Dick & Goldschmidt, Company President Henry Griesman has built a substantial business with top name designers, better class apparel manufacturers and the retail piece goods trade. An untiring traveller, he keeps in close contact with his customers located on the East and West Coast and points in between.

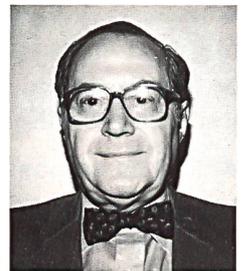
Henry Griesman, who learnt the textile trade

from the bottom up, knows all there is to know about fabrics. His company regularly participates in American Home Sewing Association shows for the retail trade.

Representatives for:

JACOB ROHNER AG, REBSTEIN
High-fashion embroideries and accessories for women's wear and intimate apparel.

TACO AG, GLATTBRUGG
High-fashion fabrics for ladies' wear and men's shirts in cotton, linen, spun rayon, viscose, polyester, wool, plain and printed. Color woven, jacquard woven, jerseys, embroideries. Sportswear fashion fabrics for ladies' and men's wear.

**Henry Griesman:**

"Anything that is well made and different will find favour with the American market."

PATRICIA DUBOC

The Sheffield, Apt. 25 N
322 West 57th Street
New York, N.Y. 10019
Tel. (212) 246-1692

Born in Colorado, educated in France, sales representative Patricia Duboc learnt all about fabrics at her father's import firm. Four years ago, the enterprising young lady struck out on her own and established herself as independent mill agent in charge of sales.

Patricia loves fashion and enjoys people. For Summer 1985 her bestselling fabrics include

clean-looking Swiss cottons in colored whites, both color woven and prints.

Representative for:

FILTEX AG, ST. GALL
Fine cottons and lightweight wools. Plain, color woven and printed. For dresses, blouses, shirts and lingerie.

STOFFEL AG, MELS
Fabrics for jeans-, sports- and active wear.

**Patricia Duboc:**

"The American apparel market is definitely recovering from the past recession and therefore receptive to any Swiss fabric offering a special fashion interest."

M.E. FELD CO., INC.

1412 Broadway
New York, N.Y. 10018
Tel. (212) 730-1433

Alvin M. Russell joined in 1952 and is now President of the oldest import house of Swiss embroidery. The founder, Morris Feld, was employed by the New York office of A. Naef at the turn of the century. After the crash in 1929, Feld took over part of the original Naef operation. Since that time the house has been continuously importing and selling Naef embroideries to America's fashion, home sewing and home furnishing industries and retail trade.

Alvin Russell handles all sales out of the firm's New York showroom. In his longtime association with the company he has gathered extensive and diversified knowledge of the American embroidery market. He takes pride in the fact that several First Ladies chose Naef embroidery for their inaugural gowns.

Representatives for:

A. NAEF AG, FLAWIL
High-fashion embroidery and designer fabrics. Embroideries for ladies' wear, men's shirts. Embroidered trimmings and motifs for lingerie, home wear and home furnishings.

**Alvin M. Russell:**

"Since the turn of the century, Naef embroidery and trimmings have been part of America's most distinguished fashion scene."

FILTEX INTERNATIONAL INC.

1440 Broadway, Suite 1851
New York, N.Y. 10018
Tel. (212) 354-0924

While studying at the University of Zurich for his degree in economics, Italian-born, Iran-raised Roberto F. Trentini used to spend semester holidays working as a trainee at Riba. There he discovered a fascination for fabrics and fashions. In 1980 the family moved to New York and father and son joined as partners an old business connection, Filtext International Inc.

In the past four years, young Roberto has been developing the fabric side of the firm, importing and selling to the American apparel industry Swiss novelty fabrics and embroideries. He is assisted by two salesmen and regularly visits Interstoff to keep up on fabric trends.

Representatives for:

BAERLOCHER + CO. AG, RHEINECK
High-fashion fabrics for ladies' dresses, blouses, men's shirts and lingerie in cotton and wool.

BRANDENBURGER + GUGGENHEIM
ZURICH

Novelty fabrics in pure new wool and high-fashion wool blends. Plain and color woven.

RIBA SEIDEN AG, ZURICH

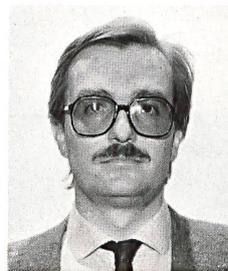
High-fashion woven and knitted fabrics, mainly in pure silk and other natural fibres. Prints, cocktail fabrics and fancy materials for day and evening wear.

UNION AG, ST. GALL

Haute Couture novelties, allover and border embroideries on pure silk, plain cotton, printed cotton and synthetics. Guipure laces, embroidered trimmings and motifs.

WEISBROD-ZURRER AG, HAUSEN A. ALBIS

Plain, printed and yarn-dyed fashion fabrics in spun rayon, linen mixtures as well as cotton and silk.



Roberto F. Trentini:

"The ranges of the Swiss mills which we represent are very well received by American designers because they offer creativity in design and superb finish."

FISBA, INC.

1457 Broadway
New York, N.Y. 10036
Tel. (212) 944-6630

New York subsidiary of the well-known Swiss cotton house, the firm was established in 1939. Manageress Irmgard Ash moved from her native Germany to New York almost 20 years ago and joined Fisba in 1979. She handles imports and sales of Fisba fabrics, scarves and handkerchiefs to makers-up and the retail trade. Her pleasant personality, her reliability and charm have made her a favorite

with Seventh Avenue designers and sportswear manufacturers.

Representatives for:

CHRISTIAN FISCHBACHER CO. AG, ST. GALL
High-fashion fabrics for ladies' wear and men's shirts in cotton and wool. Printed and plain, jacquards and jerseys. Handkerchiefs, scarves and gift items.

West Coast Representative:

Donald Bleifer
819 Santee Street
Los Angeles, Calif. 90014
Tel. (213) 623-5789



Irmgard Ash:

"Our bestselling items for Fall are the exceptionally fine printed wool challis by Fisba."

HAUSAMMANN + MOOS LTD.

10 Park Avenue, Suite 20 S
New York, N.Y. 10016
Tel. (212) 696-9338

Textile engineer Roger Wild was transferred by his principals to New York in 1982. He assists home-based Arnold Wiesmann in selling the firm's women's wear range, rain- and sportswear fabrics and men's shirtings. The young Swiss, who is in charge of follow-up service and customer contacts to branded apparel manufacturers and high-class shirt makers, finds living and working in New York a fascinating experience.

Representatives for:

HAUSAMMANN + MOOS AG, WEISSLINGEN
Color woven, printed and piece-dyed fabrics in cotton, wool/cotton, pure wool and blends. For shirts, blouses, dresses, rain- and leisure-wear.



Roger Wild:

"It is always a pleasure to show Hausammann + Moos styled fabrics and to notice the positive reaction of our customers to the range."

LEIMTEX CORPORATION

570 Seventh Avenue, Suite 1006
New York, N.Y. 10018
Tel. (212) 354-6598

Former Mettler man Max R. Leimgruber - he worked at the firm's headquarters in St. Gall and at their Paris office - founded Leimtex in 1972. Due to past association, Mettler cotton novelties and wool prints are still his main line. He imports and sells to New York and East Coast designers, sportswear manufacturers and fabric stores. Subagents in Atlanta, Dallas and Los Angeles handle distribution to other major U.S. markets. Leimtex also exhibits at American Home Sewing Association shows.

Thoroughly trained in textile merchandising, Max Leimgruber loves natural fibres and always tries to give his customers good service. He is considerate, accommodating and dependable. Everybody likes Max for his cheerful and friendly personality.

Representatives for:

METTLER + CO. AG, ST. GALL

High-fashion fabrics, plain, printed and fancy woven, in cotton and wool.

West Coast Representative:

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Max R. Leimgruber:

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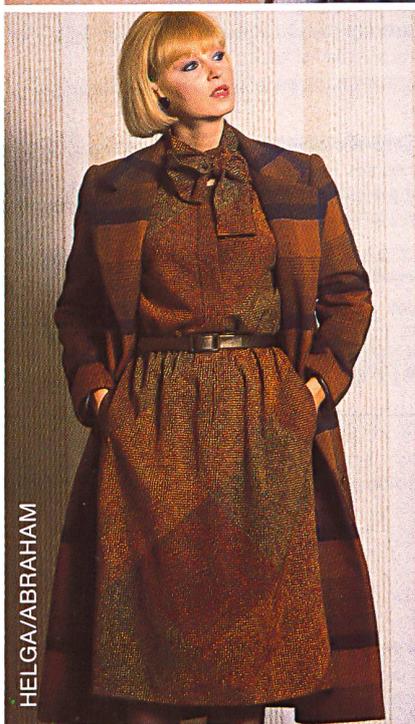
THE HUES OF FALL

Muted shades of russet, purple and leafy greens. Fall's fashion hues add tone to easy daytime wear.

Helga likes ensemble dressing in oversized checks and stripes. The cinnamon dress is a wool challis print from Abraham, the grey and moss pleated skirt and matching shawl a color-weave from Mettler.

Tica separates come together in printed wool challis and toned-down multicolorations by Mettler.

At UMI Collections a matching sweater echoes design and colors of the Fisba cotton print skirt. Another Fisba print in glowing shades of purple on wool challis inspires designer Diane Dickinson for Gentillesse.



HELGA/ABRAHAM

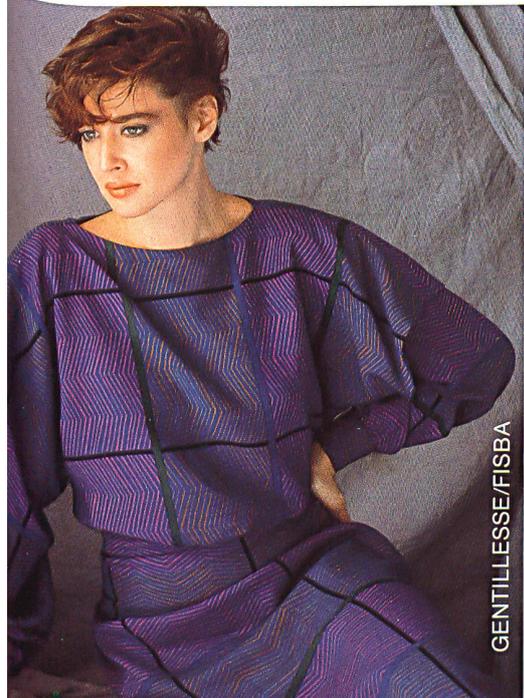


HELGA/METTLER

UMI COLLECTIONS / FISBA



TICA/METTLER



GENTILLESSE/FISBA



TICA / METTLER

SPECIAL OCCASION

A touch of glamour, a hint of lace. Seventh Avenue dresses for a memorable evening. Carol Peretz is in a romantic mood. The pale mauve dress with lace trim is a pure silk jacquard from Schubiger. The ivory dress has a top layer of embroidered cotton tulle with guipure appliqués from Forster Willi.

Dropped waistlines and swirling skirts are fashion news at Annemarie Gardin. The pleated dress is a multicolored hand-print on satin-striped silk from Riba, the flounces on the black dress a silk organza from Stünzi. George Samen at Mollie Parnis sculpts a short evening column with tulip sleeves in Schubiger's gold lamé cloqué. The long empire gown at Helga's shows to advantage the shimmering magenta print from Gut.

MOLLIE PARNIS / SCHUBIGER



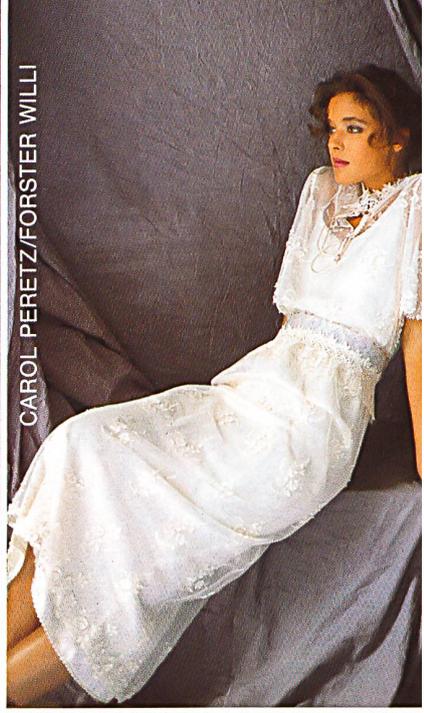
HELGA/GUT



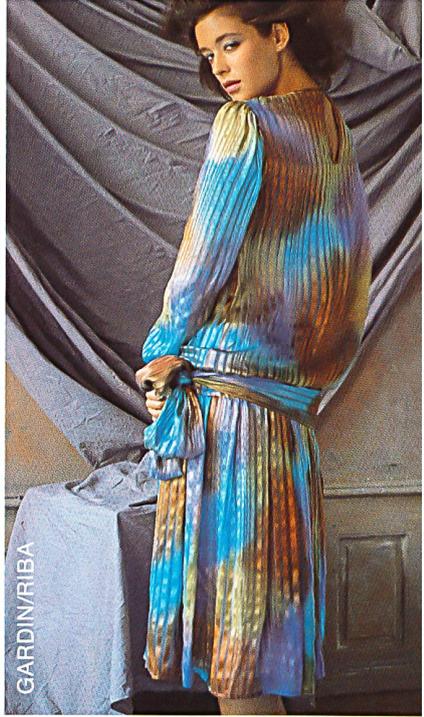
CAROL PERETZ / SCHUBIGER



CAROL PERETZ/FORSTER WILLI



GARDIN/RIBA



GARDIN/STUNZI

