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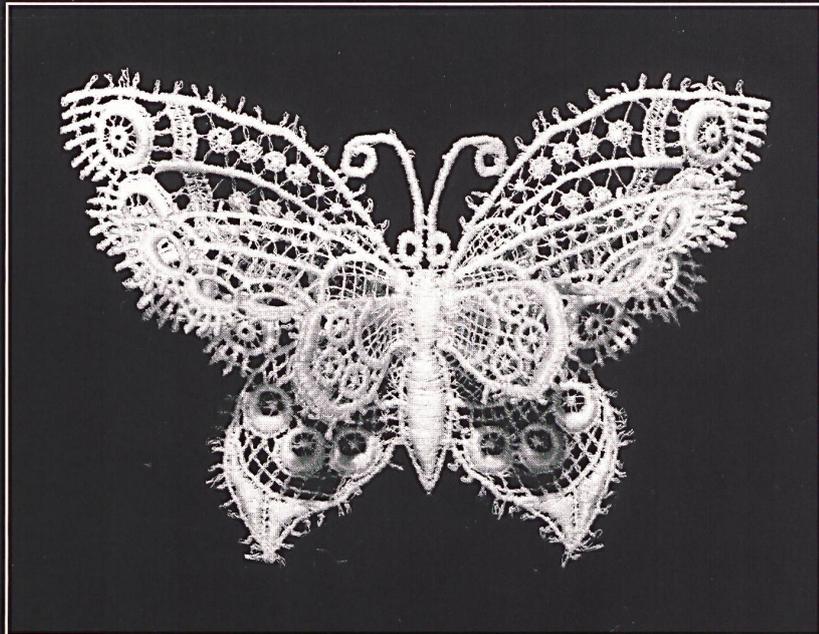
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# A SUMMER WITH EMBROIDERY



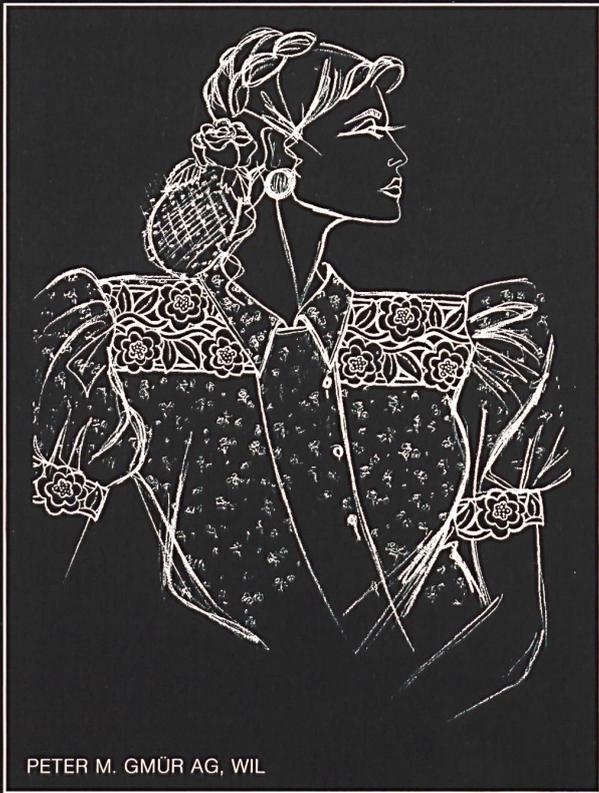
Haute couture has proved it again: embroideries are big news! The manufacturing sector can't ignore this fashion signpost. The Swiss embroidery industry, well prepared to meet the demand for Spring/Summer 1986, is offering an immense choice of embroidered inserts, motifs, narrow ribbons, and crisp, dainty collars, many with embroidered pocket to match.

Natural fibres have lost nothing of their popularity. Swiss fine cottons such as voile and batiste, as well as satin and chintz, are favorite embroidery grounds that satisfy the demand for materials with a soft sheen. Linen is still to the fore, especially for the more exclusive articles, while fine-textured piqué is used for every conceivable variety of embroidery. Characteristic features of the novelties are asymmetry, three-dimensional effects, pattern and material mixes, a multitude of applications, insertions and guipure and cut-out superposés. Rhinestones, pearls and crystal applications, enhanced by lurex grounds and lamé clip cords, provide the necessary sparkle for festive occasions.

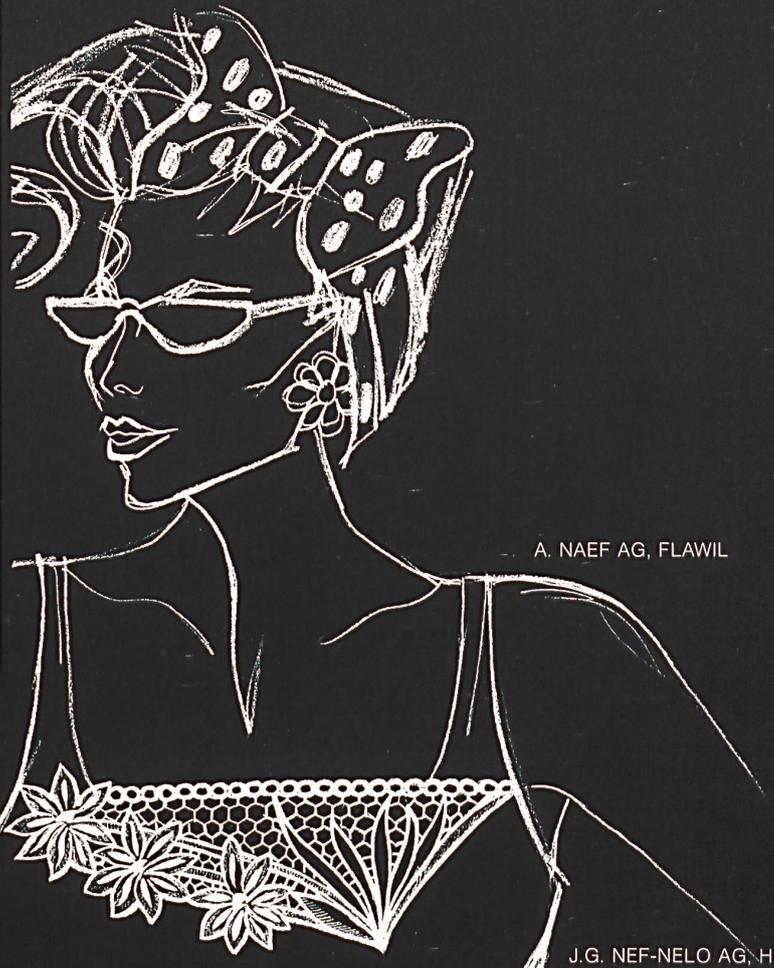
This chapter shows only a small cross-section of the collections that each firm has put together with great discrimination and love of detail and stamped with its personal signature.



SWISS MADE  
EMBROIDERY



PETER M. GMÜR AG, WIL



A. NAEF AG, FLAWIL

J.G. NEF-NELO AG, HERISAU

## COUNTRY ROMANCE //

The charm of dreamy flower gardens emerges with a naturalistic slant. But florals also appear in the guise of dainty individual blooms, stylized designs, and inspiration from Matisse, Chagall and Miró. Miniature posies, tiny Liberty flowers, butterflies and bird motifs are wafted on a fresh breeze of romanticism.

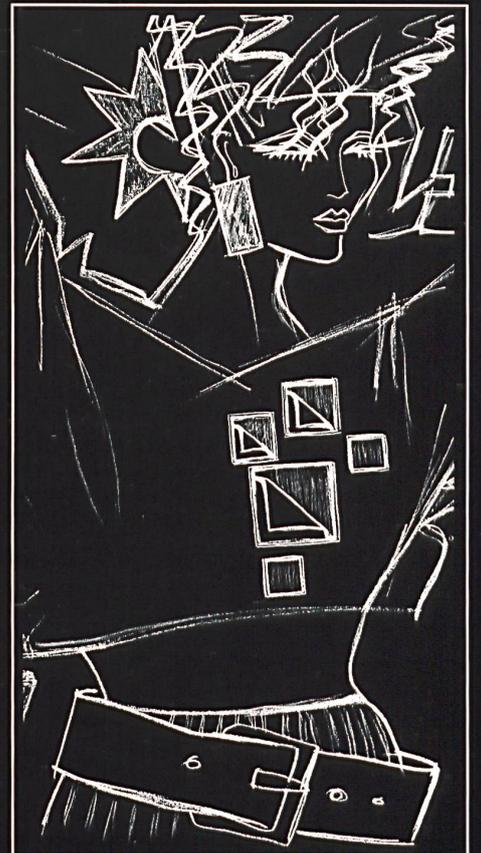
## CAPRI

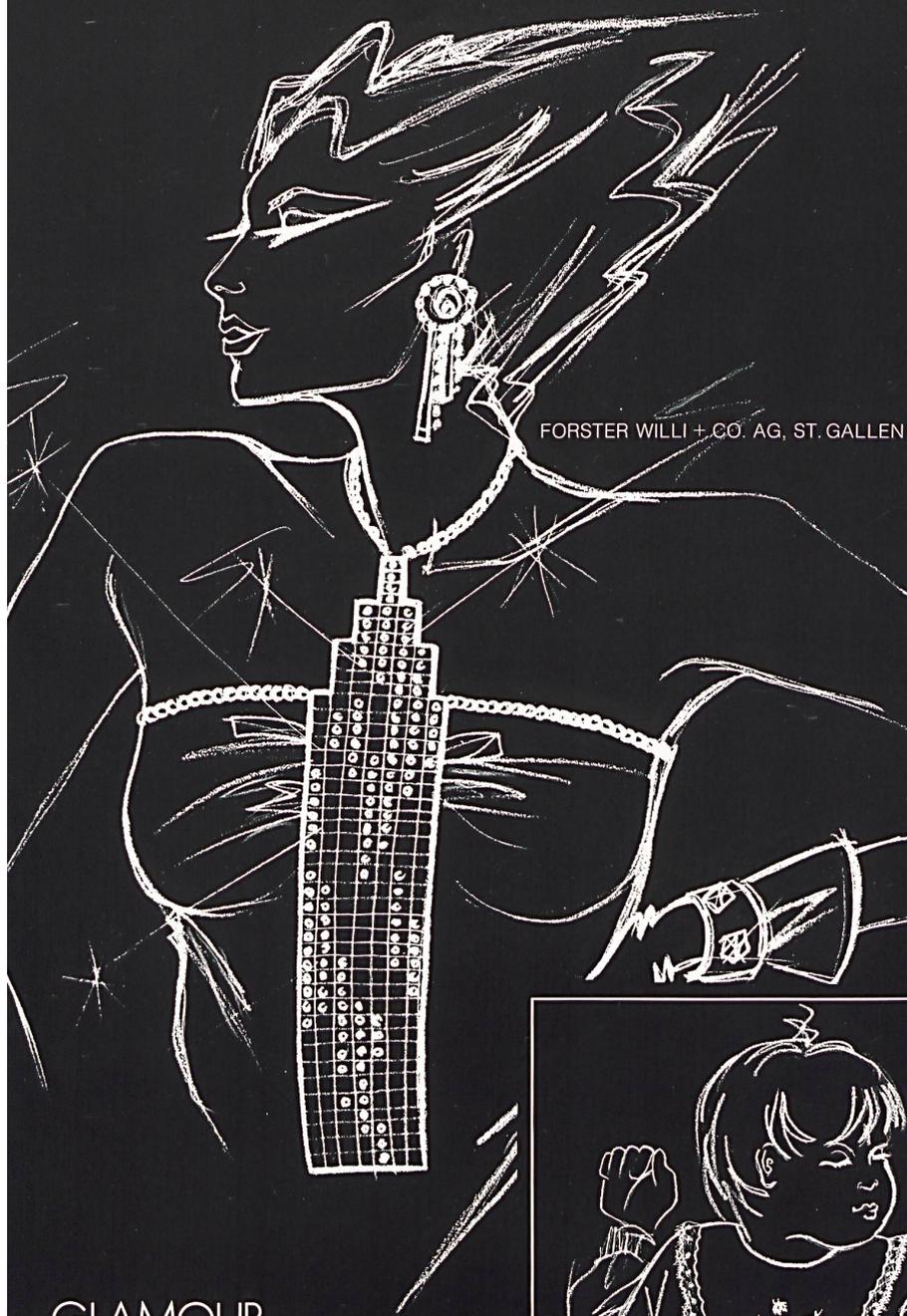
Pleasure cruising, yachting fun, and sophisticated beach resort fashions are inseparable from sporty elegance with a fresh youthful look that's also sexy and sophisticated. Carefully executed pierced work, pretty broderie anglaise and unusual motifs with subjects from sport and nature give embroideries that certain something that sets them apart from the run of the mill at the first glance. Ship ahoy! With Swiss embroideries, sails are set for success.

## OFF BEAT

A theme that captures the antithetical, the unusual! Young, amusing designs, spicy transparencies, unconventional shapes. Original effects are important.

Trompe l'œil treatments reveal the innovative fantasy of the designs. The wide-ranging palette is full of surprises, and the embroidery trimming is at home on everything from the T-shirt to the avant-garde evening pullover.





FORSTER WILLI + CO. AG, ST. GALLEN



ALTOCO AG, ST. GALLEN

## GLAMOUR

Hollywood and the film star world of the fifties, rich embroideries with tasteful open work, heat-bonded pearls and tiny ornamental stones, material-mix applications, and the very sheer lingerie look. Embroideries add an equally rich note to short cocktail dresses and floor-length evening gowns. Matt and lustre combinations are important.



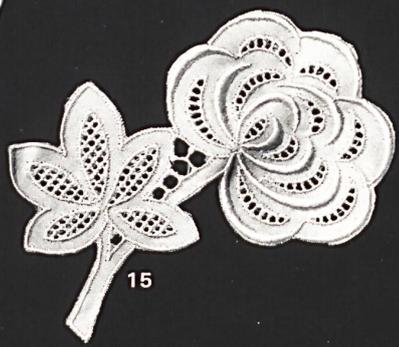
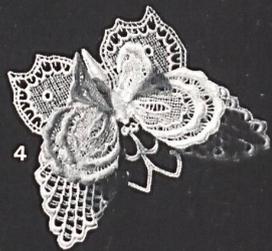
ALBIN BREITENMOSER AG, APPENZELL

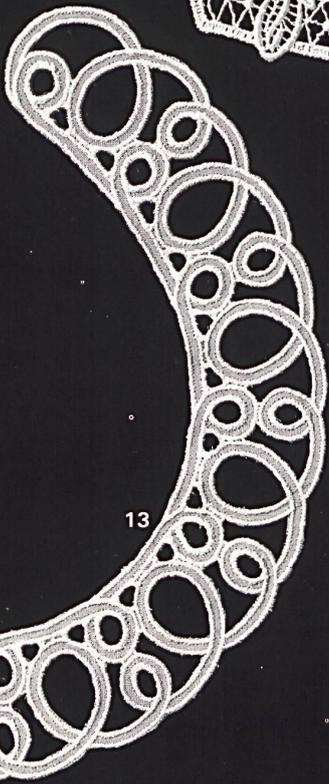
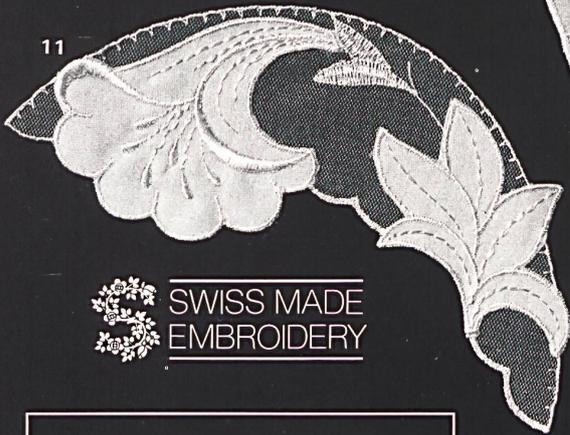
## LEISURE TIME

These are an absolute must for the sports and leisure fashions that are taking over an increasing share of the market: T-shirts, tracksuits, anoraks and parkas. Any article of sportswear looks smarter with a popular embroidery patch featuring representative motifs of the individual branches of sport. Gaily coloured folklore motifs are the backbone of the souvenir trade. Matterhorn and alpine procession, flag throwers and alphon players are typical Swiss themes that are worn all over the world.

## CHILDREN'S DELIGHT

Children love embroideries because they mirror their own little world. Animal subjects, such as bears, horses, cats and dogs, are all familiar figures they see around them and play with as toys. Then there are delightful bibs with tone-in-tone or multi-coloured embroidery, floral or figurative designs, lace trimmings or decorative scalloped edges, that make such lovely gifts.





 SWISS MADE  
EMBROIDERY

# COUNTRY ROMANCE

Flowers – naturalistic, stylized, abstract – with a romantic flavour are the main feature of the new inserts, motifs and collars.

Blumen – naturalistisch, stilisiert, abstrakt – als wichtigstes Element, mit einem Hauch Romantik umgeben, für die neuen Einsätze, Motive und Kragen.

Des fleurs – figuratives, stylisées, abstraites – indispensables – entourées d'un souffle de romantisme, pour les nouveaux empiècements, motifs et cols.

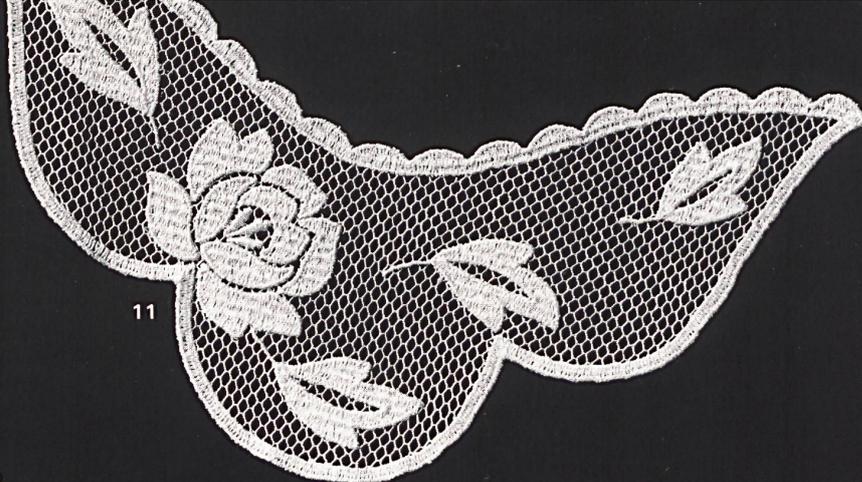
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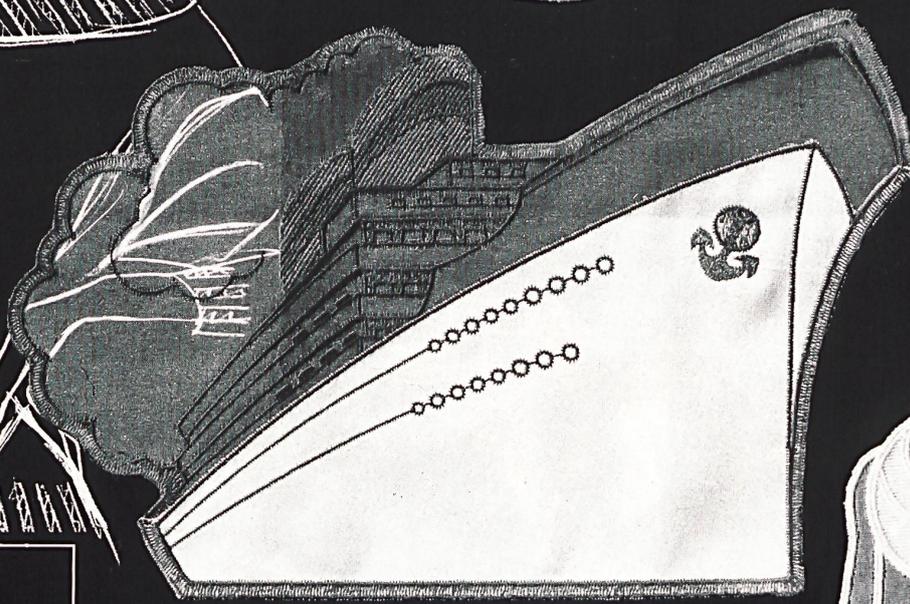
SWISS MADE EMBROIDERY



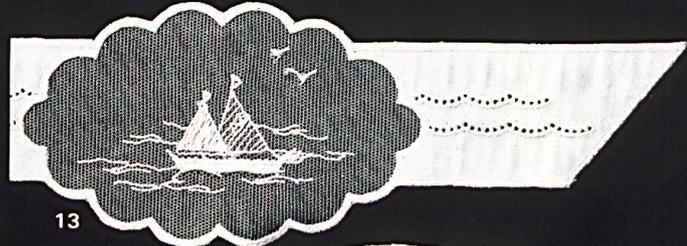
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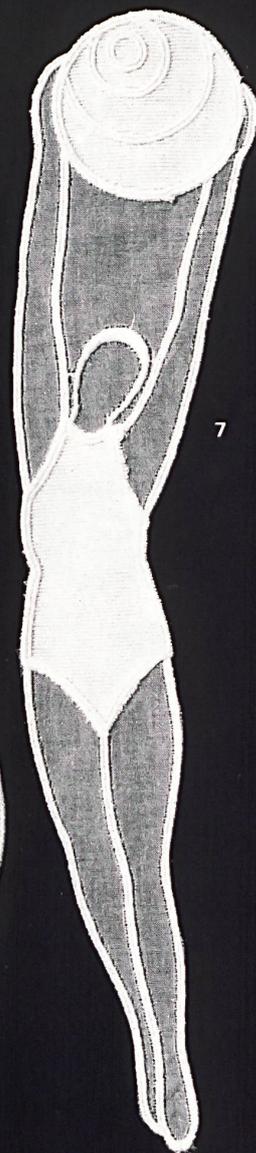
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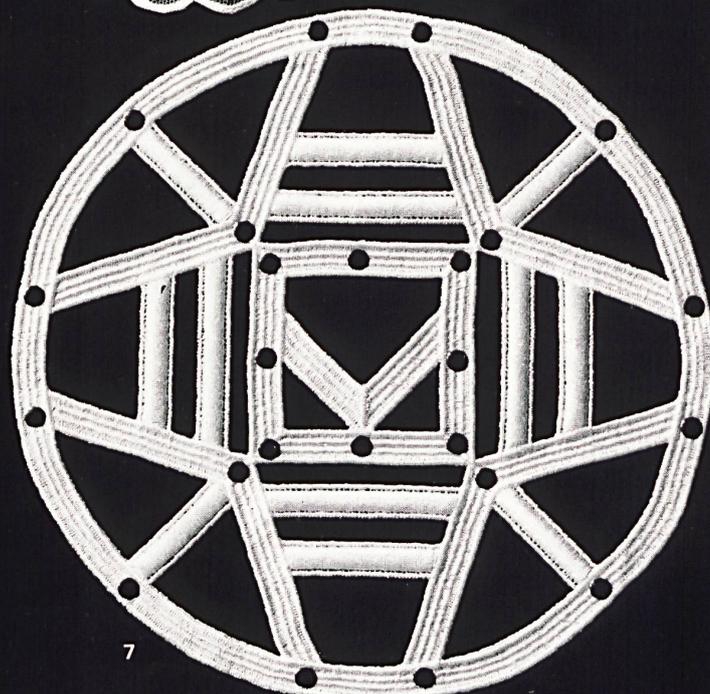
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# CAPRI

Capri! Swiss embroideries, many combined with spray printing, for mid-summer sophisticated beach resort fashions, life on board racy yachts, and light crisp clothing for town and country.

Capri! Schweizer Stickereien, oft mit Spritzdruck kombiniert, für die hochsommerliche Mode mondäner Badeorte, für das Leben an Bord schneller Jachten, aber auch für die frische, legere Bekleidung in der Stadt und auf dem Land.

Capri! Broderies suisses, souvent associées avec des impressions au pistolet, pour la mode estivale des stations balnéaires en vogue, pour le yachting mondain, mais aussi fraîcheur et légèreté du vêtement en ville et à la campagne.

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# OFF BEAT

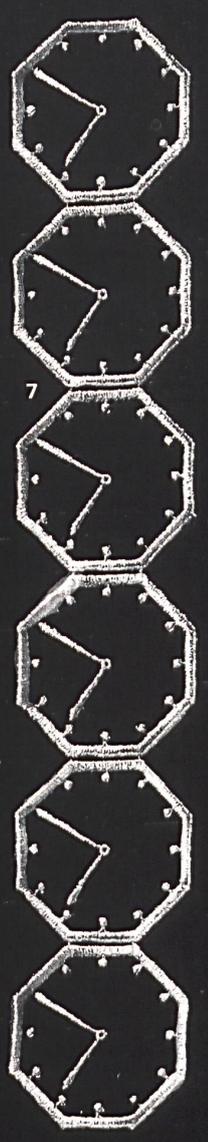
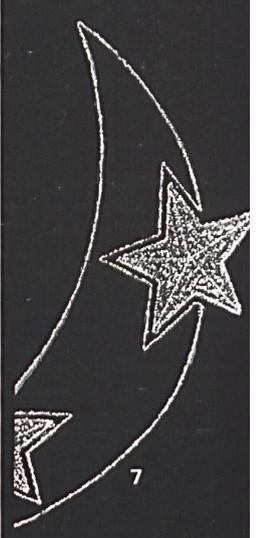
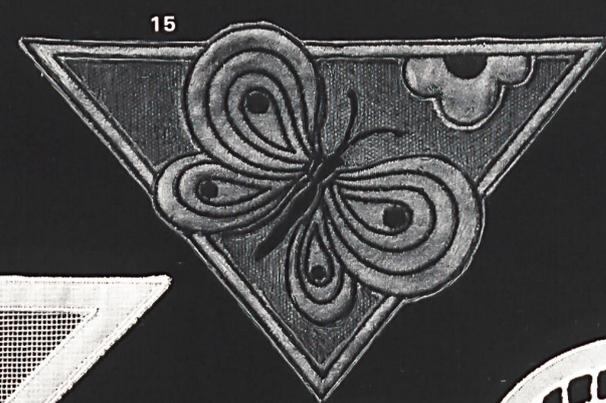
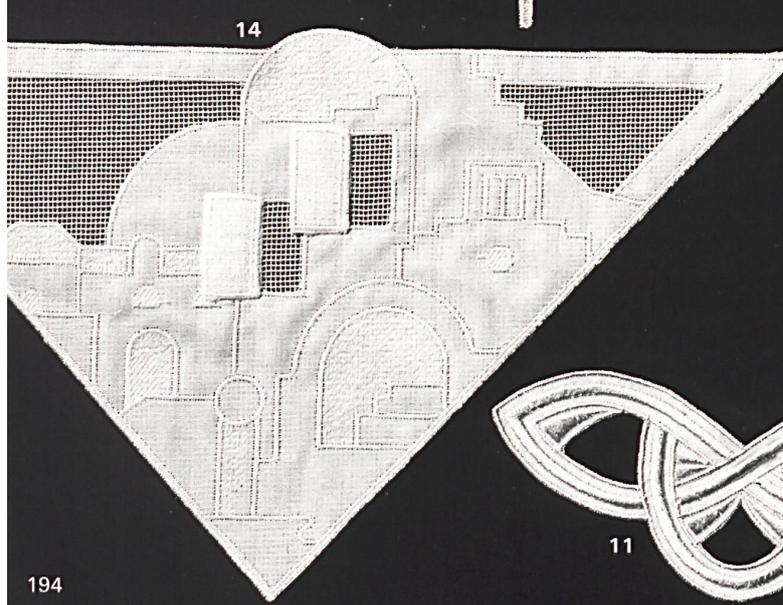
For the unconventional avant-gardistes! Originality, contrasting materials, three-dimensional embroidery technique whimsically interpreted.

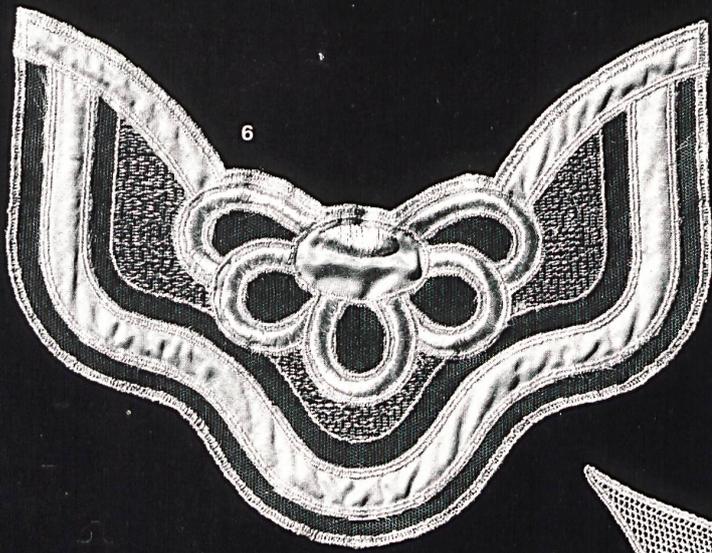
Für die Unkonventionellen: Avantgarde! Originalität, Gegensätzlichkeit der Materialien, Dreidimensionales stickereitechnisch kapriziös interpretiert.

Pour les non-conformistes, l'avantgarde! Originalité, contraste des matières, trois dimensions, surprenantes interprétations et techniques de broderie.

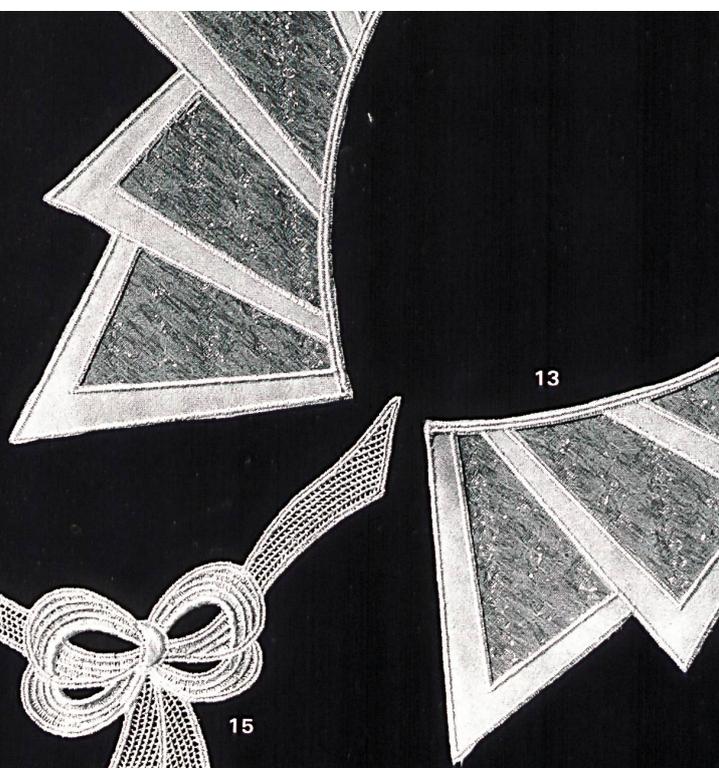
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EMBROIDERY

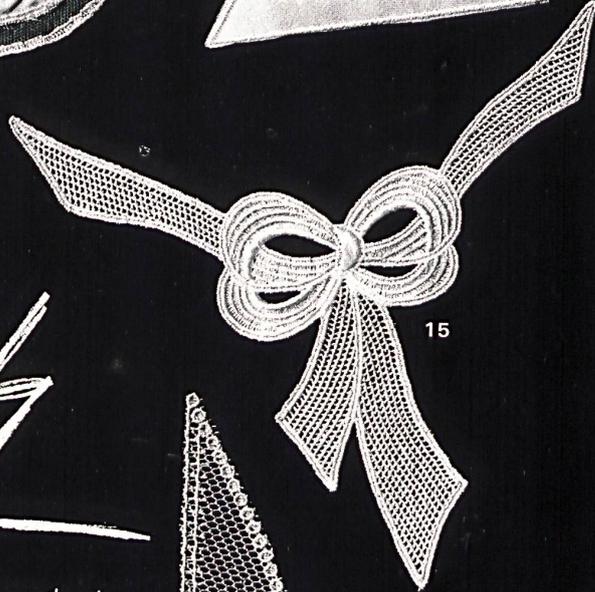




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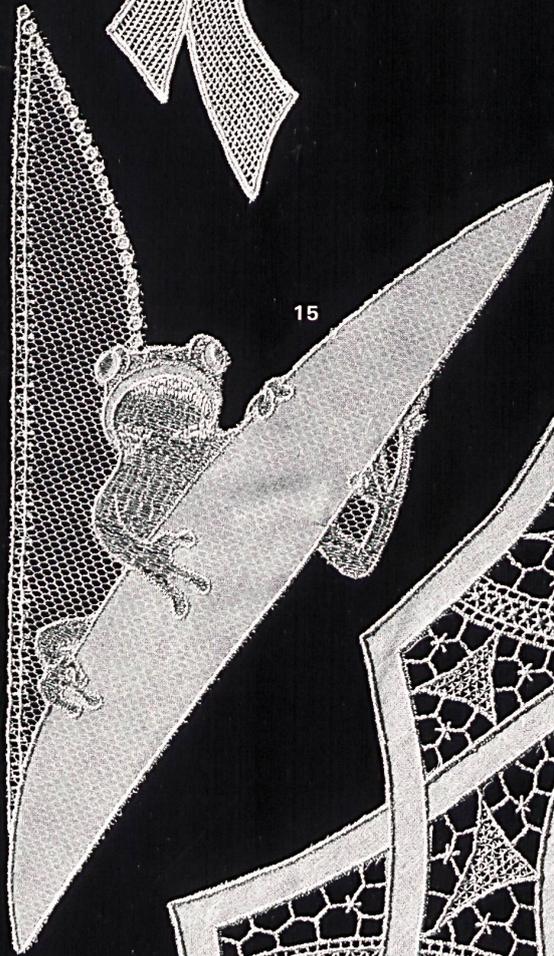
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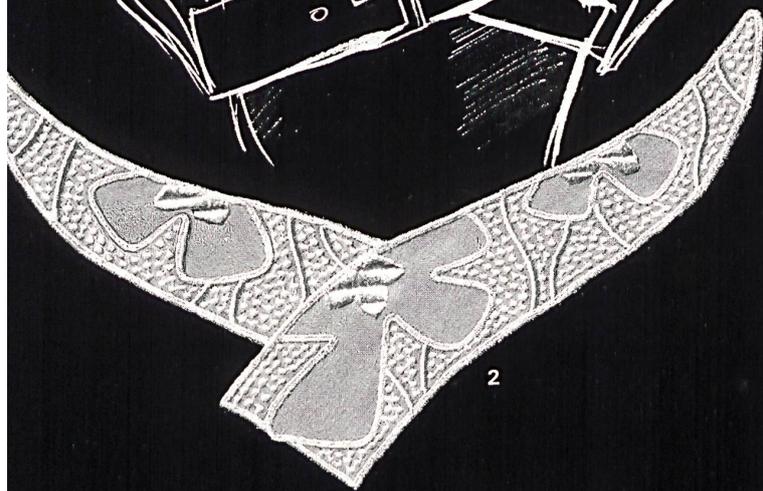
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# GLAMOUR

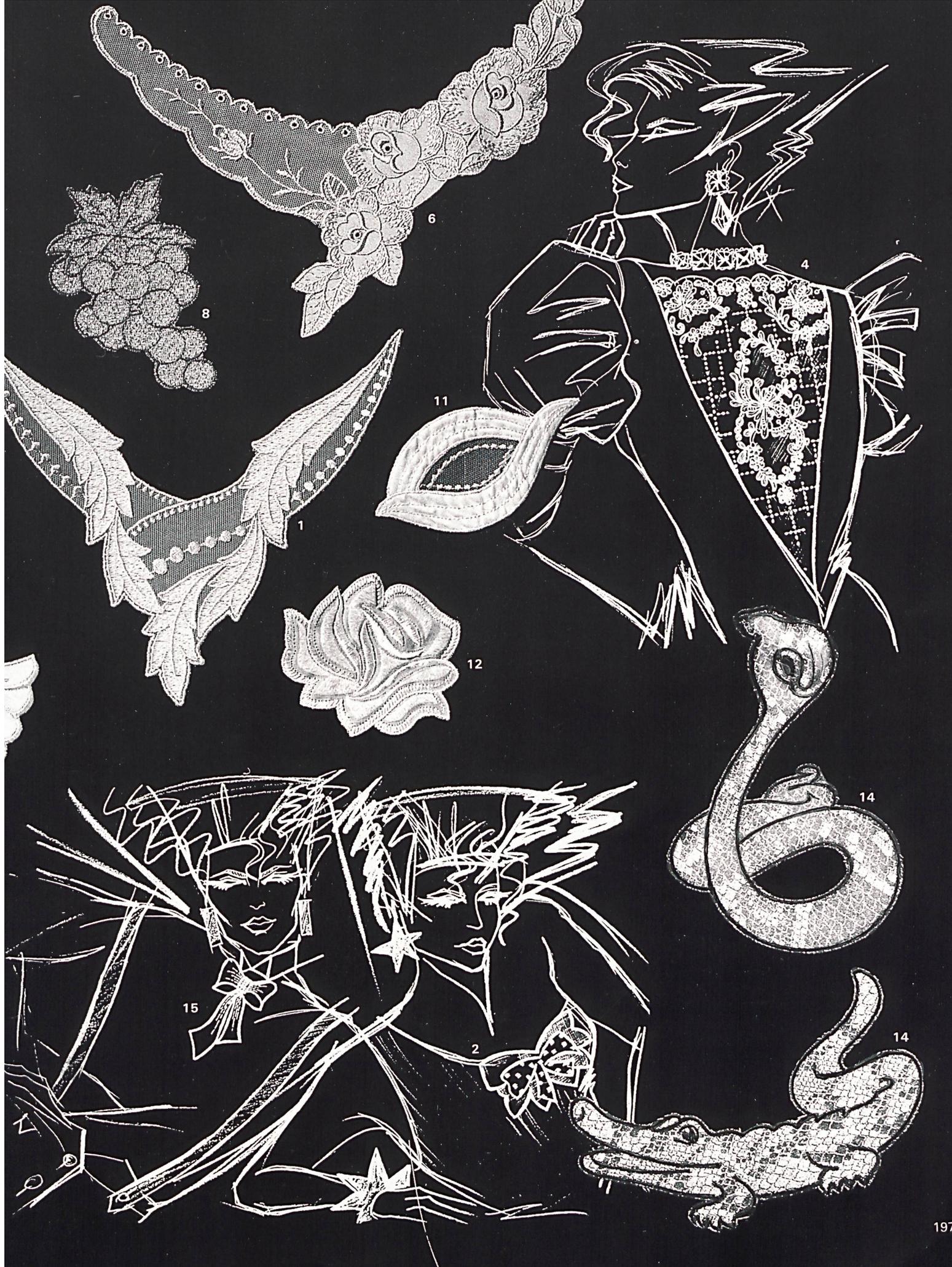
Hollywood, nostalgia, lingerie look, and transparency! Glamour in tulle and laces, clip cord embroidery, burnt-out and cut-out effects, and glamour with pearl and rhinestone applications.

Hollywood, Nostalgie, Wäschelook und Transparenz! Glamour nicht nur in Tüll und Spitzen, Schnürli-stickerei, Ätz- und Spachteffekte, Glamour auch mit Strass- und Perlenapplikationen.

Hollywood, rétro, lingerie-look et transparence! Glamour, avec du tulle, des dentelles, des broderies au cordonnet, chimiques et découpées, mais aussi avec des applications de perles et de strass.

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## CHILDREN'S DELIGHT

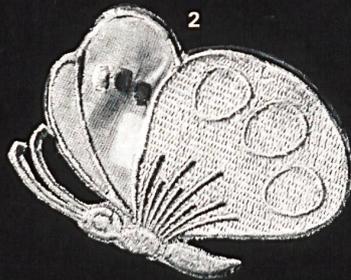
The embroidery designer's fantasy unlocks the door to the child's imaginary world, creating three-dimensional impressions with matelassé effects, and peopling the creations with charming and unusual characters.

Die Fantasie der Stickerei-Designer passt sich der kindlichen Vorstellungswelt an, bringt mit Matelassé-Effekten dreidimensionale Wirkung hervor, bezaubert mit originellen Figuren.

L'imagination des stylistes s'adapte au monde enfantin, propose des matelassés, des effets tridimensionnels, des reproductions originales et ravissantes.



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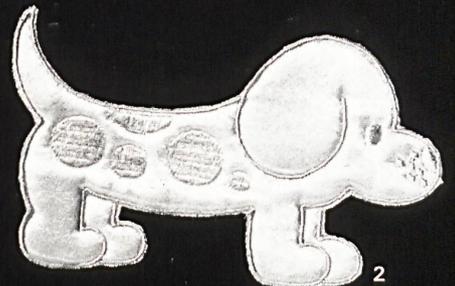
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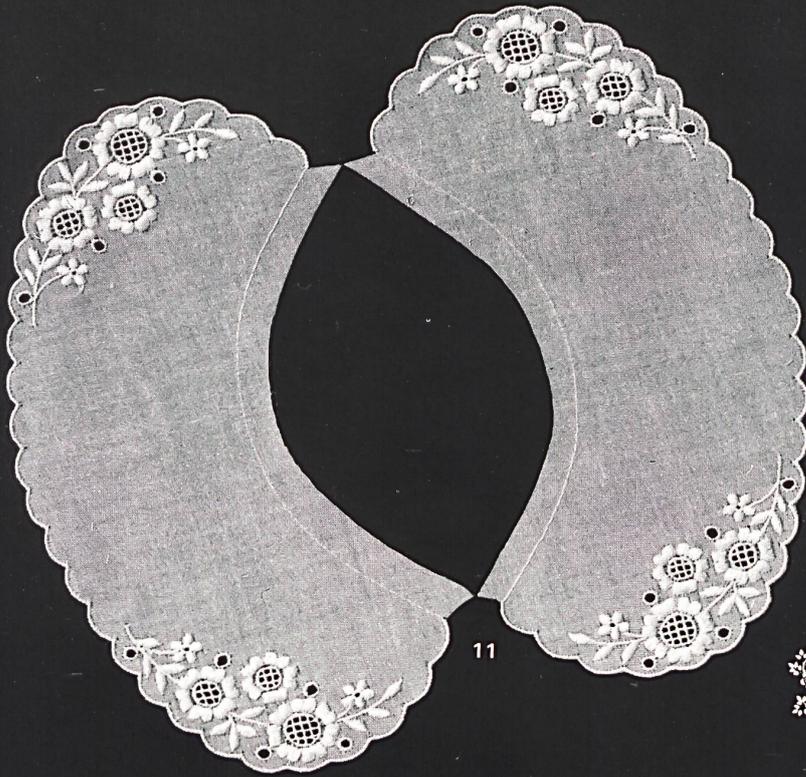


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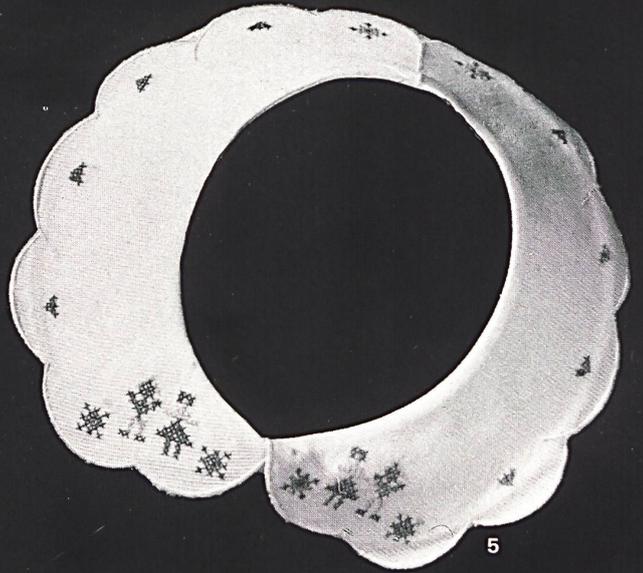


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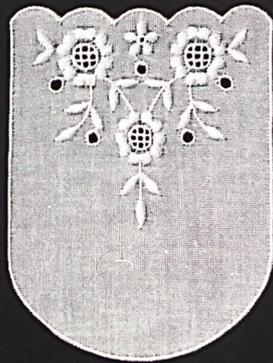


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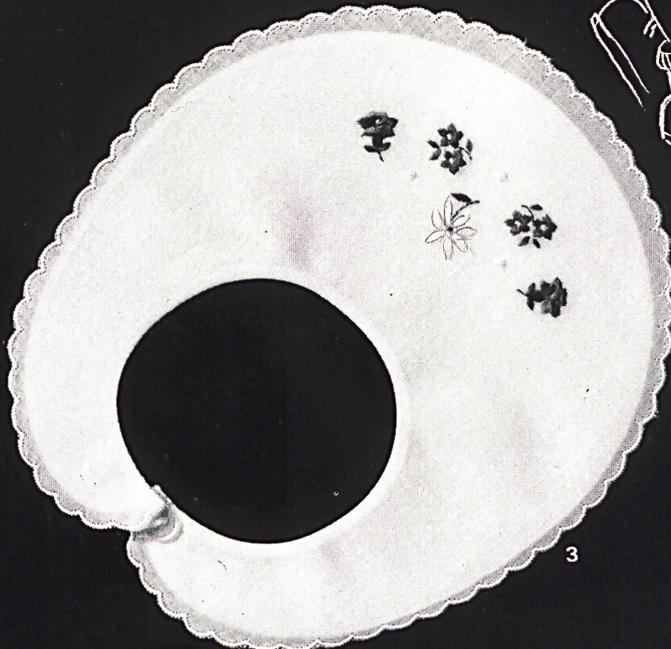
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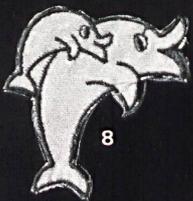
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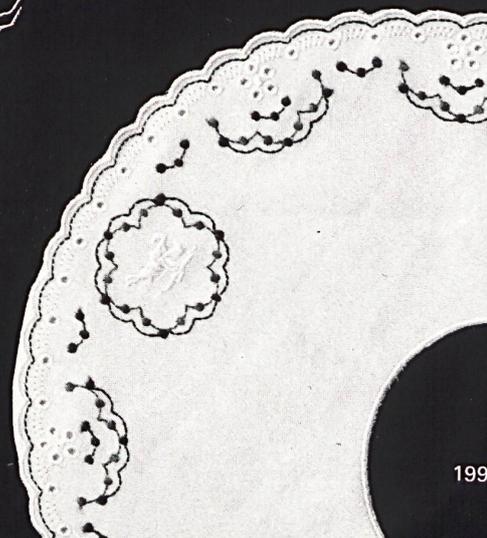
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 SWISS MADE EMBROIDERY



## LEISURE TIME

A sport motif and blazer emblem for every one! An overwhelming variety of multicoloured motifs for every field and every taste.

Jedem sein Sportmotiv, sein Blazer-Emblem! Buntstickerei-Motive in einer unübersehbaren Fülle für jeden Bereich, für jeden Geschmack.

A chacun son motif sport, l'insigne de son blazer! Motifs brodés multicolores en d'innombrables variantes, pour toutes les occasions et tous les goûts.



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