

Zeitschrift: Textiles suisses [Édition multilingue]
Herausgeber: Textilverband Schweiz
Band: - (1989)
Heft: 80

Artikel: London fashion designers use swiss fashion fabrics : magic& mystic
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DOI: <https://doi.org/10.5169/seals-795195>

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LONDON FASHION DESIGNERS USE SWISS FASHION FABRICS

CONCEPT + REALISATION: JOLE FONTANA

TEXT: MARIE SCOTT

PHOTOS: ERWIN WINDMÜLLER

Styling: Mike Niklaus

Accessoires: Bally, Jean Beverly, Butler & Wilson, Wolford



MAGIC & MYSTIC

● Like some mysterious figure emerging from the mists of a magical land, a new presence is making itself felt in the dawning design themes for the 1990s, now being presented by British designers.

The presence is essentially feminine, abundant and rooted in Nature. It is seeping into the British culture, exerting an influence on the arts and effecting the very lifestyle of the British.

The embodiment of this presence is the New Woman, a mixture of old and rich traditions and of modern, educated liberalism. She has been born out of the Green Movement and will be leading families and society towards a more caring, more in tune with Nature attitude. And, as seen in the latest designs, she is to be clothed in the same mixture of old and new, in styles that emphasise a voluptuous womanliness, whilst at the same time maintaining a modern freedom.

And in their choice of materials to suit the New Woman, British designers are turning away from the crisp, hard fabrics of the 1980s decade, towards all manner of lighter, more supple, more decorative and figure flattering materials that must combine quality with environmentally friendly production.

In this, Swiss textiles have strong appeal. The leading designers have long appreciated the best of Swiss materials and now many of the new, younger names are also keen to use them. From the finest lawns for the gauzy magical creations included within the ethnic and surreal sectors, through to the most ornamented and decorative of embroidered and sequinned fabrics for the more sophisticated designs, Swiss made textiles are enjoying renewed attention from British designers at all levels.

The richness of Swiss materials at their best ties in with the new mood sweeping through the London design salons. They represent a complete swing away from the "poor" and tattered rags that have clothed the trendy London young for most of the '80s. A whole new generation is slowly awaking to the realisation that beauty is more desirable than ugly. The bizarre and the shocking, the aggressive and the macho that have ruled the London street fashion scene are retreating. For the 1990s, the New Woman is going to be proud of her attributes. She is going to want to be beautiful once more, in a natural and healthy fashion — and with a little design magic.

C
Caroline Charles

*The plain lines cut of this
costume do not distract from the flattering
feather motifs and festive
gleam of the brocade from
Abraham*

Lindka Cierach

A dominant net effect emphasises

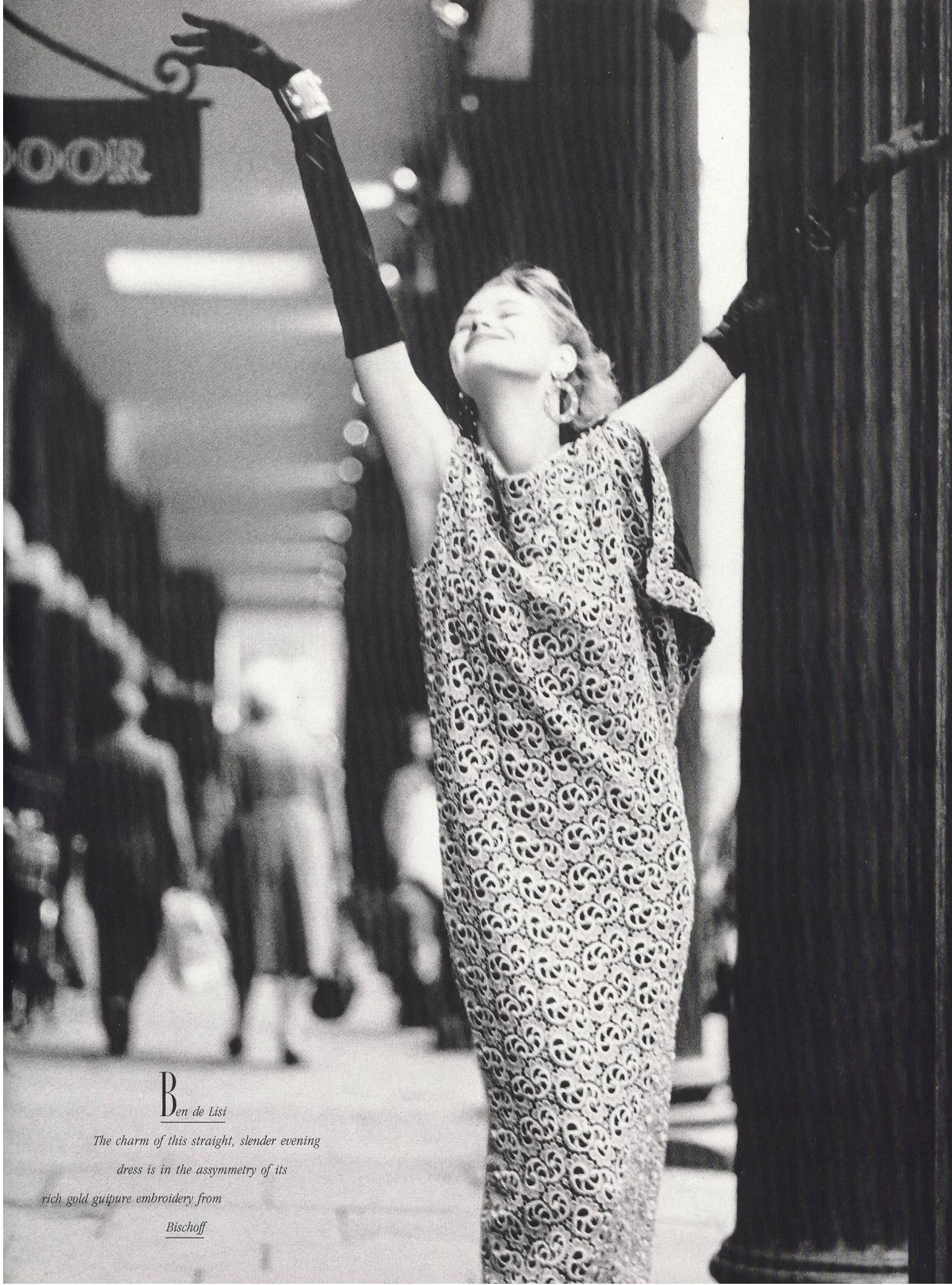
this slender evening dress in

a delicate material – overprinted,

façonné, double organza from

Schubiger + Schwarzenbach





Ben de Lisi

*The charm of this straight, slender evening
dress is in the assymmetry of its
rich gold guipure embroidery from*

Bischoff

109



Helen Anderson

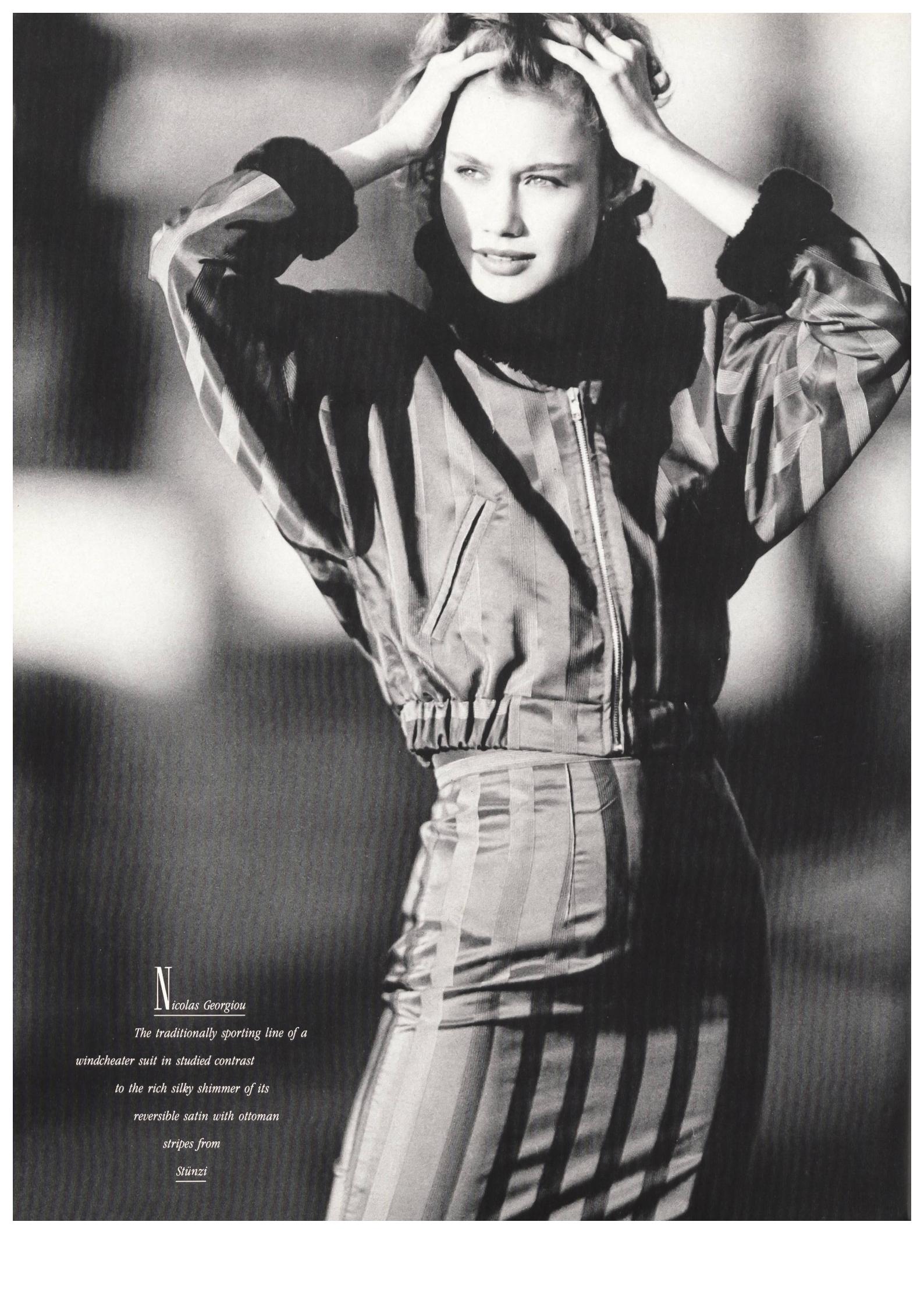
*For the really great occasion – the gleaming
red satin of this evening dress contrasts dramatically with the clever use of black
spachtel lace from*

Forster Willi

B
en de Lisi

*A magic combination of black
and gold in this trouser ensemble with
kimono jacket worn with a velvet and
crêpe Georgette blouse decorated with
allover gold embroidery from
Bischoff*





N
Nicolas Georgiou

*The traditionally sporting line of a
windcheater suit in studied contrast
to the rich silky shimmer of its
reversible satin with ottoman
stripes from
Stünzi*

Orient + Occident

This soft, sparkling dress sets

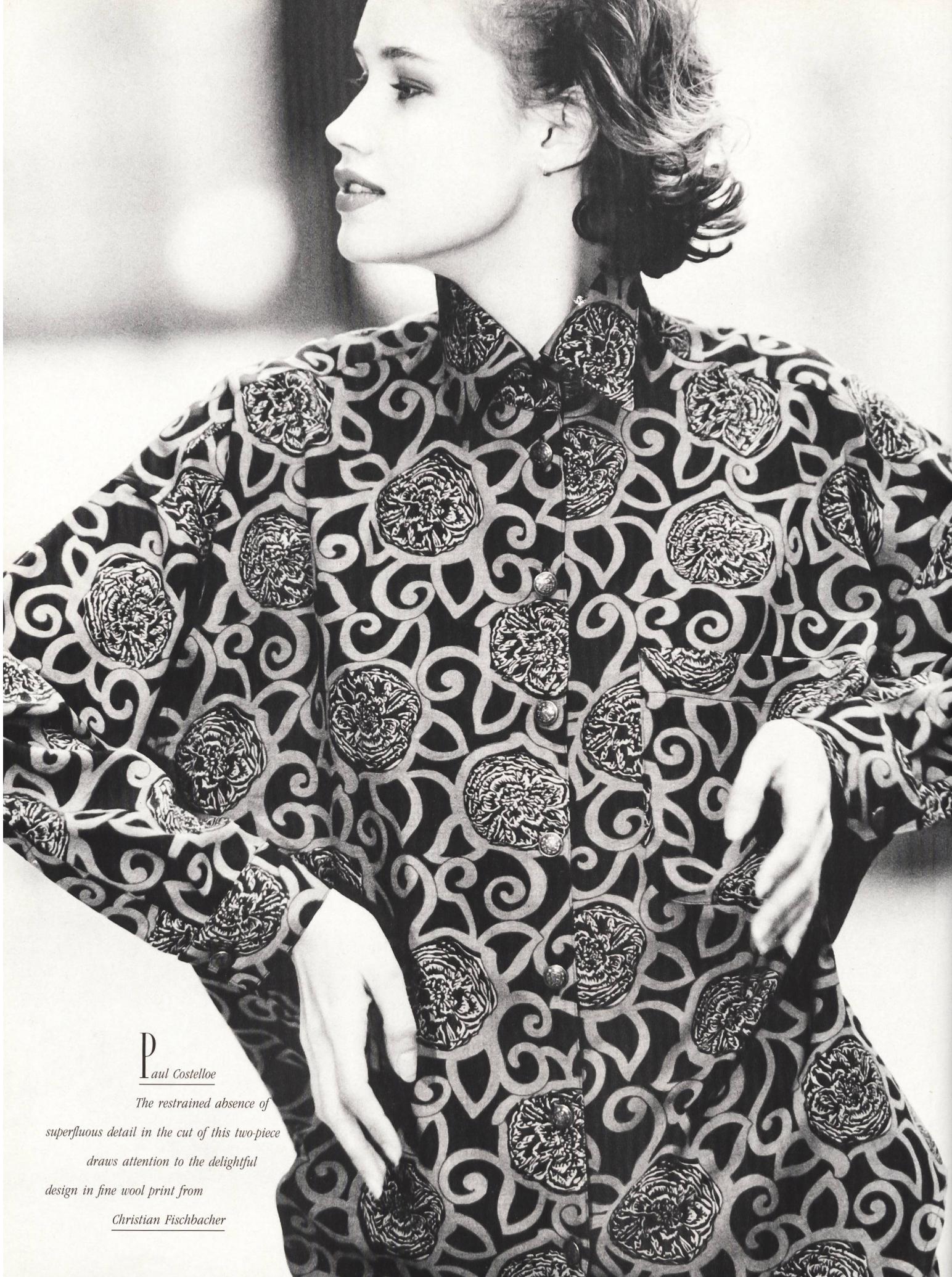
the scene with a swing and its wide

*bell skirt shows the unusual fabric to
advantage: striped gold lamé with stretch*

cloqué effect from

Weisbrod-Zürcher





P
Paul Costelloe

*The restrained absence of
superfluous detail in the cut of this two-piece*

*draws attention to the delightful
design in fine wool print from*

Christian Fischbacher

Jacques Azagury

This delicate and flattering.

figure emphasising cocktail dress

with appliquéd pink petals on

black tulle with gold embroidery from

Jakob Schlaepfer



Helen Anderson

This ensemble has two eye catchers:

magic blue suede and rich black

guipure braid decoration

from

Forster Willi





Antony Price

The assymetric coils of this

black background print with its cellophane

effect and silk fringes shroud the figure

giving it an air of mystery and

seduction. From

Jakob Schlaeffer

O
rient + Occident

*A humorous contrast between
bare skin revealed by the cleavage and
the decorous hood combined
in this slender evening dress
in parma violet ottoman from
Weisbrod Zürrer*





Nicolas Georgiou

The shimmering material

emphasises to its best advantage the clean,

simple lines of this long dress in

light transparent metalised fabric

from

Stehli



Antony Price

A slinky, clinging evening

dress – unapproachable but sexily attractive

thanks to the delicate

printed paillette fabric from

Jakob Schlaepfer

L
Lindka Cierach

Magic moments and a mystic

mood are the qualities of this long

evening dress in exquisite reversible

Jacquard organza, overprinted with

oxidized colours from

Schubiger + Schwarzenbach

