

Zeitschrift: Éléance suisse
Herausgeber: Gesamtverband der schweizerischen Bekleidungsindustrie
Band: - (1972)
Heft: 1

Artikel: Man and fashion : the twain have met
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-795024>

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: 02.05.2026

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

Man and fashion: the twain have met.

Perhaps there has never really been an unbridgeable gap between fashion and men. Perhaps it was only a widely nurtured illusion. Along with the corresponding fancy that elegance was for women only. But why, then, do women so obviously notice men of elegance? As men have begun to realise. We trust these pages provide an answer.

ALPINIT AG, SARMENTORF

Sporty double-breasted coat with jacquard design in 100% pure Wevenit wool jersey, with jersey lining; no back vent; combined with plain jersey pants.

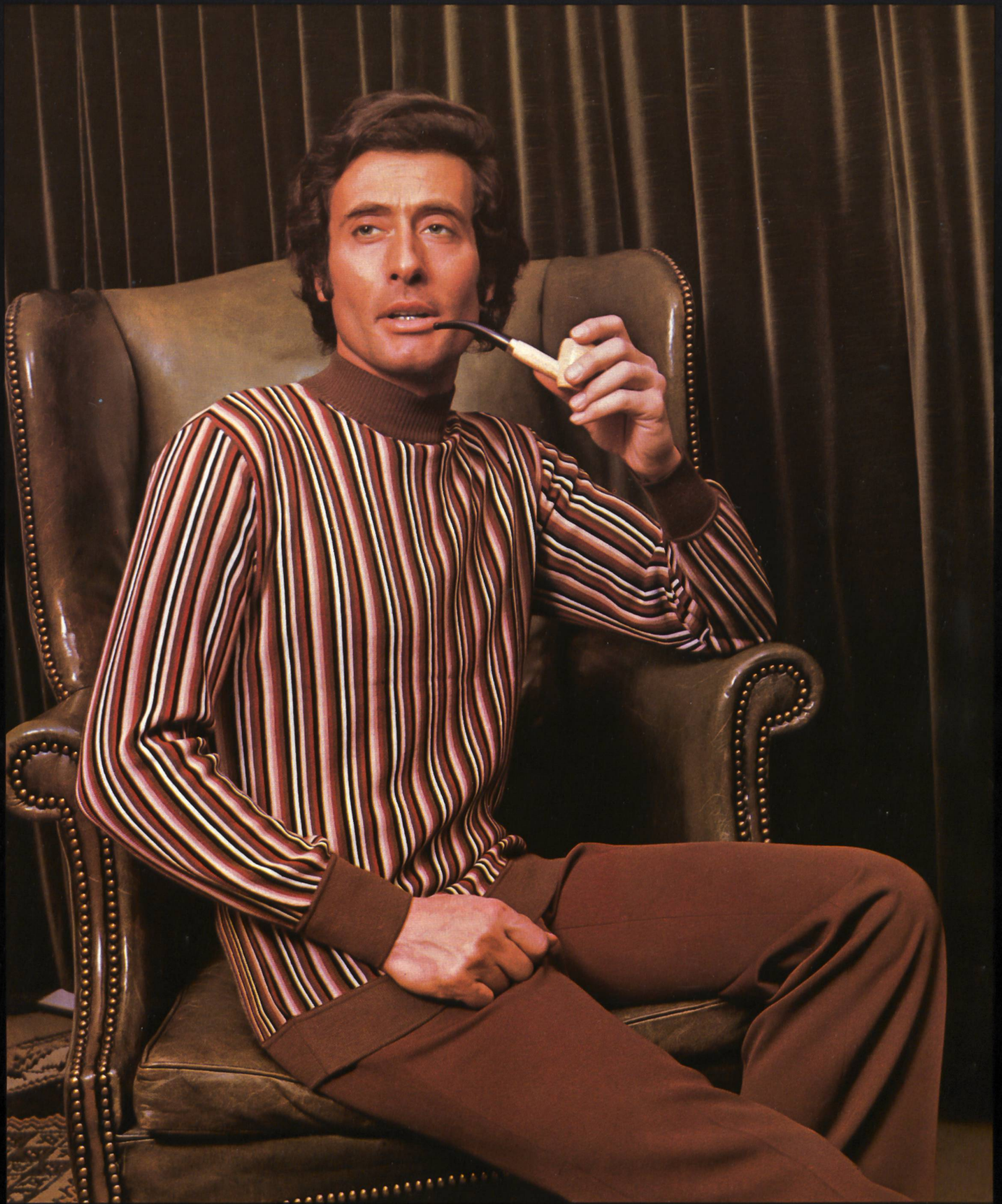
Manufacturer: BIM AG, Meisterschwanden



RITEX AG, ZOFINGEN

Trench coat with striking lapels, shoulder tabs, belt and slit pockets; youthful fitted jacket with fashionable touches: single-button fastening, no vent, large pocket flaps and extremely wide rounded lapels. Both models in Trevira®/pure new wool.





STRICKEREIEN ZIMMERLI & CO. AG, AARBURG
Men's sporty pullover in 100% virgin wool, links and links
stitch, with striking 6-toned stripes.

Men's polo shirt and fashionable roll-neck pullover, both
models in 100% virgin wool, links and links stitch.





PKZ BURGER-KEHL & CO. AG, ZÜRICH

Between-season and winter coat in IWS 100% pure virgin wool, double-breasted, with half belt at the back and long vent; fashionable Prince of Wales check jacket in IWS 100% pure virgin wool and modern trousers in 45% pure virgin wool/55% Trevira® Tricotine.



FRETEX ARTHUR FREY AG, WANGEN/OLTEN
Smart two-button jacket with wide lapels and a man's
elegant single-breasted coat, slightly tailored, with
pointed lapels, in IWS pure virgin wool.

FRETEX ARTHUR FREY AG, WANGEN/OLTEN Fashionable coat with jaunty pockets and striking collar and lapels; attractively striped blazer with stitched-on pockets, in a particularly attractive fashionable line.

