

The quartet of Wohlen braidings

Autor(en): **[s.n.]**

Objekttyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1942)**

Heft 2

PDF erstellt am: **25.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-799425>

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The Quartet of Wohlen Braiding

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To satisfy our need for light and daintiness after long winter days, as soon as shadows grow shorter, out come our perky straw toques — and whether we perch them saucily on our heads, or wear them somewhat shyly in the February sunshine, they are the first heralds of summer days to come.

But now it is really summer, and our first surprise over the charming novelties which the artistry of Wohlen strawbraid manufacturers offered us, has been transformed into a constant delight. All the dainty things the Wohlen artists had conceived, tried out and created during the long, dark winter, blossomed forth with the crocuses, and immediately conquered countless feminine hearts... we saw and we were thrilled.

Yet what were these dainty things we so eagerly awaited? Like the muffled notes of distant music, indiscrete rumours concerning the new Wohlen quartet reached our ears: „Small summer hats, large summer hats... Yes, they're coming! They are more attractive this year than ever, sweetly feminine, with harmonious becoming lines... And other surprises are in store! Look! Shoes, belts, handbags, all of plaited straw...“ And, over-whelmed with curiosity and pleasant anticipation, we had to wait. Shoes, handbags, belts of straw — what a boon in these days of leather shortage!

For it appears that the viscose strawbraids made in Wohlen are ideally suited for the charming new „quartet“ which has become so quickly popular owing to its practical and leather-saving qualities and the wide scope of originality it offers.





Models in novelty strawbraids manufactured by
Novedades en trenzados de
Chapeaux confectionnés avec les nouvelles
tresses de paille de
Chapéus confeccionados com as novas tranças
de palha de

Georges Meyer & Co. Ltd., Wohlen.

Photos de Jongh

Every year Wohlen presents a tremendous range of amazing novelties. Is it necessary to enumerate the advantages of lovely summer millinery? We have all long discovered how a dainty hat sets off our summer gown and can frame or mysteriously overshadow our faces. It is the final and most becoming accessory which lends charm and harmony to our whole appearance.

The wearing of hats is a mark of civilization and it was an ancient custom for the mighty and the free to remain covered. It is therefore significant that another symbol of civilization — the shoe — should be usually thought of in conjunction with the hat. When trying to describe the high-soled straw covered summer sandal, a whole series of adjectives flow unsummoned from one's pen: light and comfortable, colourful and gay, delightful in shape and of excellent taste, conceived and created by gifted, artistic brains and hands.

And what can be more feminine, than the Wohlen Quartet! A hat to crown her head and shoes for her feet in harmonizing strawbraid, while the belt to her summer gown echoes the hat and the shoes — and here, on her arm, a dainty yet practical handbag, the fourth member of the quaint quartet. These four offer an inexhaustible variety of combinations.

Jacques Meyer & Co. Ltd., Wohlen.
Wohlen Strawbraids — Trenzas de Wohlen —
Tresses de Wohlen — Trançado de Wohlen
Models — Modelos — Modèles — Modélos
E. Mermoud & Co., Zurich.

Photos Lutz



Who would pass this quartet by unheeded? It combines daintiness with utility and, despite the difficult times we live in, it answers the feminine need of variety and elegance it is at the same time the outcome of earnest thought and of national importance.



A youthful summer hat
Sombrero de verano, para jóvenes
Chapeau d'été pour jeune fille
Juvenil chapéu de verão
Model — Modelo — Modèle — Modélo
E. Mermoud & Co., Zurich.
Strawbraids — Paja trenzadas — Tresses
de paille — Trançados de palha
M. Bruggisser & Co. Ltd., Wohlen.

A selection of summer shoes, bag and
belt
Juego de zapatos de verano, bolso y
cinturón
Chaussures d'été, petit sac et ceinture
Conjunto de sapatos de verão, carteira
e cinto
Registered models — Modelos paten-
tados — Modèles déposés — Modélos
registados
Bally's Shoe Factories Ltd.,
Schönenwerd
Artificial raffia braids — Trenzados de
fibra artificial — Tresses de paille artifi-
cielle — Trançados de fibra artificial
M. Bruggisser & Co. Ltd., Wohlen.
Photos Lutz





An artificial strawbraid ensemble presented by Messrs. Otto Steinmann & Co. Ltd., Wohlen.

The handbag and belt are Oscosa creations.

The shoes are Fretz & Co Ltd., Aarau models.

Este conjunto es de trenzas de paja artificial de la Casa Otto Steinmann & Cie. S. A., Wohlen.

Bolsito y cinturón : creación Oscosa.

Calzado : creación Fretz & Cie, S. A., Aarau.

Cet ensemble est en tresses de paille artificielle de la Maison Otto Steinmann & Cie, S. A., Wohlen.

Petit sac et ceinture : création Oscosa.

Chaussures : création Fretz & Cie, S. A., Aarau.

Este conjunto em trança de palha é da Casa Otto Steinmann & Cie, S. A., Wohlen.

Sacolinha e cinto : criação Oscosa.

Sapatos : criação Fretz & Cie, S. A., Aarau.

FOTO LUTZ