

Swiss textiles in the tropics

Autor(en): **Schlatter, Fred**

Objekttyp: **Article**

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

Band (Jahr): **- (1950)**

Heft 3

PDF erstellt am: **24.05.2024**

Persistenter Link: <https://doi.org/10.5169/seals-799140>

Nutzungsbedingungen

Die ETH-Bibliothek ist Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Inhalten der Zeitschriften. Die Rechte liegen in der Regel bei den Herausgebern.

Die auf der Plattform e-periodica veröffentlichten Dokumente stehen für nicht-kommerzielle Zwecke in Lehre und Forschung sowie für die private Nutzung frei zur Verfügung. Einzelne Dateien oder Ausdrucke aus diesem Angebot können zusammen mit diesen Nutzungsbedingungen und den korrekten Herkunftsbezeichnungen weitergegeben werden.

Das Veröffentlichen von Bildern in Print- und Online-Publikationen ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Die systematische Speicherung von Teilen des elektronischen Angebots auf anderen Servern bedarf ebenfalls des schriftlichen Einverständnisses der Rechteinhaber.

Haftungsausschluss

Alle Angaben erfolgen ohne Gewähr für Vollständigkeit oder Richtigkeit. Es wird keine Haftung übernommen für Schäden durch die Verwendung von Informationen aus diesem Online-Angebot oder durch das Fehlen von Informationen. Dies gilt auch für Inhalte Dritter, die über dieses Angebot zugänglich sind.



Swiss textiles in the tropics

Can a stranger country be imagined than one in which there are no seasons? Of course Brazil has her winter fashions, customs and entertainment just as she has her summer pastimes, pleasures and gay abandon. But the seasons of the calendar and the meteorologists follow one another so smoothly that it is sometimes very difficult to say whether it is still winter or whether it is summer that has come so soon to lavish its gifts upon us. This year in particular there is a gentle aura of uncertainty, and the world of fashion cannot make up its mind which road to follow.

What clothes should one wear? If it were sufficient to raise one's eyes to the sky to know which dress to put on, the problem would be quickly solved. However fashion, which wants to be wintry from March to September — and summery from October to February, sometimes decides quite differently for us, in spite of the burning sun or the torrential rain that continues to pour. These two ways of choosing what to wear for the day each have their followers which, when all is said and done, gives a very special variety to the Brazilian scene. There is much to be said for both points of view, for although it appears logical to adapt one's clothes to the temperature, how on the other hand can one blame the women who allow themselves to be tempted by a fashion created for a less tropical climate when it is woman herself who sets the seasons?

We must add to this present wavering the return from Europe of so many people who spent their holidays there and who are bringing back with them the most abundant harvest of ideas that it is possible to glean in passing. In this way, we shall have the state of mind in which Brazil, as if by magic, is passing from what was the winter season to a spring which still possesses the same sweet savour.

However we must not forget to mention what it is only right to call the « focal point » of the season which is just drawing to a close. We have not had such a brilliant theatrical season for years, both from the point of view of the programme and the accompanying brilliance and sparkle. Two months of the most fashionable gatherings, centred around European and American artistic events have proved once again what a great dress sense the Brazilian woman possesses, and to what extent she was able to give to each of these occasions a brilliance that no one is ever likely to forget.

A few magnificent dresses made of Swiss fabrics came in for particular admiration, and their incom-

parable look of freshness and lightness brought home to us the fact of the restrictions preventing their entry into Brazil.

At the moment, for the season just opening on a new political scene, fashion is hesitating between the adaptations of last summer's Paris fashions and the new trends of its own for life on the beach. For the next six months Rio is going to bask in the sunshine and will be concerned mainly with the still available stocks of those highly appreciated textile fabrics which are only manufactured in Switzerland, but which nevertheless seem to have been created specially for this exacting climate. Fortunately the perspicacity of far-seeing importers has prolonged a pleasure which is only granted to us in minute dribblets and appears to have no end. In order to make this beautiful dream last, let us make the very best possible use of what is still available.

Fred Schlatter.



SCHLATTER,
Rio-de-Janeiro
Gown decorated with
embroidery of Saint-Gall.