

New York letter

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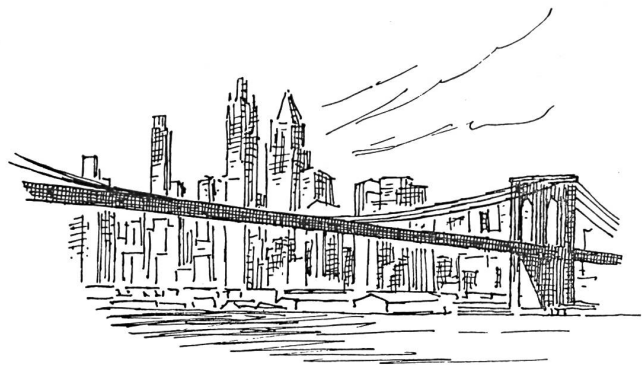
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New York Letter

FABRICS FOR THE FINE WEATHER



ROSETTE PENNINGTON

Gown designed by Ruth English made entirely of white Swiss embroidered organdy.

Is it still possible to talk in terms of spring and summer fabrics when the flimsiest creations of the textile manufacturers have already made their appearance by December and January, ready for winter cruises to sunny countries, and when in March summer already reigns in Texas and Arizona? Thanks to trips by plane, to holidays taken

in winter to escape to warmer climes, the fine light fabrics are gradually seeing their reign extend to cover the whole of the year.

However, the vast majority of mortals are still condemned to dwell, more or less permanently, in less radiant climates, and the arrival of spring in the big cities

like New York still means the sudden blossoming in April of soft, sheer fabrics, with the colors of flowers, and gay summery designs. In New York, more than anywhere else, the sight of shop-windows full of brightly colored dresses and beribboned hats crowned with spring posies brightens the avenues and streets bare of greenery. The brilliance of the fabrics and the corolla-like dresses is heightened and emphasised still further by the pitiless monotony of a setting of concrete, asphalt and grey skies.

But the time-honored notion of fabrics for the winter and fabrics for the summer is nevertheless reversed. Nowadays the modern woman needs a wardrobe composed of

more adaptable items able to be worn all the year round. Each year this tendency becomes more marked in the American textile industry as well as in the fabrics imported from Europe, Swiss silks and cottons in particular.

Cotton has become a more universal fibre than ever before, thanks to the new finishes and its use in combination with man-made fibres. Cotton fabrics are made in all types and qualities from the tailormade suit to the most vaporous of evening dresses. One is constantly coming across interesting new textures or designs, quite different from anything one has ever seen before. The existence of keen competition and the great number of imports



ELISABETH ARDEN
Ensemble of black silk
faïlle française by
Schwarzenbach Huber Co.,
New York, fabric manu-
factured by Robt Schwar-
zenbach & Co., Thalwil.



SWISS FABRIC GROUP

MARIA KRUM

Black Swiss organdy "Recoflock" with snow white designs by Reichenbach & Co., St-Gall.

increase the possibilities of finding fabrics with an individual touch for every type of woman. Of all the original and interesting fabrics, we can only mention some of the most outstanding. Among town suits for the spring, one in black cotton alpaca is lined with a cotton printed with an imitation leopard skin design. There are dark cotton dresses entirely covered with small horizontal or vertical tucks. A full-skirted dress with horizontal tucks is set off by a small cape of the same fabric, also with tucks. Mollie Parnis uses a fine handkerchief cotton with woven tucks to make an entire dress. Other interpretations of fabrics with woven tucks are found in models combining the pleated fabric with the same fabric, only plain. Cotton

fabrics, finely striped or ribbed and resembling tie-silks, make dresses that are both practical and smart. One ribbed cotton fabric is in the new Wedgwood blue, the fashionable shade this spring, taken from the color of this famous English china. Satin stripes on cotton batiste make very popular dresses that are light without being transparent.

Silks have always possessed the advantage over other fabrics of being suitable for all occasions and for traveling too because they do not crease and always keep their fresh appearance. The latest creations of the silk mills provide American fashions with an infinite number of novelties admirably suited to everyday life. When silk is mixed with other fibres, it confers on them its elegance, its sheen and its suppleness. Among the new materials are the shirting style fabrics, in cotton or silk, for practical little town dresses and coat-dresses. Orlon and silk fabrics are also suitable for the making of coat-dresses and two-piece outfits, or skirts with matching boleros. In high fashion and the better ready-to-wear collections, great use is made of silk for tailormades and original two-piece



SWISS FABRIC GROUP

MARIA KRUM

"Recoflock" white organdy with black poppies from Reichenbach & Co., St-Gall.

SWISS FABRIC GROUP

JERRY GREENWALD

Searsucker batiste from
Stoffel & Co., St-Gall.

outfits, ideal for town wear or for traveling. There are thick shantungs, silk tweeds, alpacas and mixtures of silk and wool, orlon and silk, and silk and cotton, which are perfect for all kinds of suits and coat-dresses.

Nylon fabrics are also very varied, but the most attractive are certainly the mixtures of nylon and cotton, and nylon and silk, the textures of which are more pleasant to the touch than materials of pure nylon. Nylon fabrics, among them nylon georgettes printed with sprigs of flowers, are used to make bed-jackets, nightgowns and even very original slips.

The best qualities of fine, silky cotton batistes printed with floral designs for lingerie, the dotted batistes and those scattered with cornflowers, all come from Switzerland.

The part played by Swiss fabrics, particularly fine cottons and silks, calls for special mention in the vast and varied panorama represented by 1953's spring fashions in New York.

Th. de CHAMBRIER.



SWISS FABRIC GROUP

GEORGETTE JUNIORS

Everglaze Supertint cotton fabric from
Stoffel & Co., St-Gall.



SWISS FABRIC GROUP

GRABOIS

Woven Cotton Surrah from *Stoffel & Co.,*
St-Gall.

