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## New Fabrics - Winter 1966/1967

### « Berco »

**Baerlocher & Co., Rheineck (St. Gall)**

The collection of prints which once again closely follows the general trend towards pastel shades in a single tone, nevertheless also contains a few refreshing notes of bright and vivid colours. A taste for colour, not carried to extremes, has always paid dividends as far as ready-to-wear manufacturers are concerned. The new winter collection features a simple crêpe fabric, available either smooth or brushed on one side, which will answer the often expressed need for a lightweight winter batiste. A new series of designs in fancy weaves, with gauze and clipcord effects, is extremely attractive for luxury lingerie. For little girls' frocks, there is a series of printed designs on poplin, imitation linen and the firm's famous wool crêpe. The collection of plain fabrics, which in trade circles has become proverbial not only for its quality but also for its colours, is continued in its entirety. It is even enriched by the addition of two synthetic fabrics for lingerie, requiring absolutely no ironing and with a silky handle.

### **Bégé Ltd., Zurich**

Here we shall be describing only the quintessence of this very lovely collection of high quality and very fashionable articles, in prints and Jacquards. In the prints, the designs tend on the whole to be geometric and rather abstract; many stripes and checks too. In this sector, let us simply note fifteen to twenty designs in a pure wool mousseline Moulaine and a woollen basket weave fabric Nalaine, which is equally soft and light.

In the Jacquards, this firm has continued to make fabrics that are light in weight in spite of the use of metallic threads. We notice too the tendency towards geometric designs in keeping with the present fashion. Metropolitan, with a Viscose and Lurex weft on a silk

warp, has Jacquard cloqué effects and is ideal for evening and cocktail dresses, just as Elegante, a Jacquard with Lurex yarns, and the lighter Scala. In none of these fabrics are the metallic effects too conspicuous. In Troyama, the effect is more marked since it is used for the ground, but also very discretely. The very elegant designs are cloqué without too much relief and as far as possible avoid floral motifs at any rate in their traditional form. Majolic offers cloqué Jacquard designs with stylised geometric motifs, foliage, etc. without the use of metallic threads. This is a quality for cocktail dresses but also for coats. Cervin and Vendôme are two Jacquard matelassés, the first with a more marked relief, the second with less relief but designs with large repeats. Biarritz has small non-floral designs. All these yarn-dyed articles illustrate very clearly the present trend towards suppleness. Let us also mention Avignon and Artémis, acetate fabrics with shiny yarn effects in the ground, in modern designs; they are ideal for afternoon dresses. Finally, Petit-Soir, a matelassé Jacquard with discrete Lurex effects, comes in light shades and in black, with small geometric designs; it is very popular for teenagers' ball gowns.

### « Fisba » Christian Fischbacher Co., St. Gall

In the collection of embroideries for the winter 1966/67, this firm offers a very wide range of insertions, blouse fronts and allover for blouses. The designs are either very feminine floral motifs, or abstract geometric designs in keeping with the latest fashion trends. The qualities of ground used are mainly Minicare cotton satin and Terylene georgette.

At Fisba, dress manufacturers will find a great many very interesting new articles, in particular a rich selection of embroidered velvet with cotton or Lurex, as well as wool guipures and mohair allover in all the fashionable colours. These novelties have met with great success in couture, as also the latest novelty, embroidered leather.



It is in fact the first time that we have come across a particularly precious article, gilt leather, trimmed with gold lamé embroidery.

### **Gugelmann & Co. Ltd., Langenthal**

This collection helps lay even greater emphasis on the role of colour in men's fashions. It contains a rich burgundy red and autumnal shades of olive and bronze matched with a muted plum blue. In the already well known Aggalux line, a range of pure cotton sanforized fabrics with an attractive soft woollen handle, capable of being boiled and requiring no ironing, there are still a number of large checks but also combinations of self-toned effects, with small checks or fine herringbone designs. Let us mention especially the combinations of black and white and black and red. The Reggana quality is ideal for fine shirts as well as sports blouses, shirtwaist dresses and children's frocks. It comes in original tartans, and designs based on these; there are also lengths in plain colours with an edging making it possible to contrast the colour of the collar or cuffs. Verbier is a very becoming soft cotton fabric, with virile designs: clipcord effects, checks in mixed yarns and new edgings achieved with warp effects. Cervin is the ideal easy-care fabric for leisure sports shirts, with autumnal designs in dark shades, in which the muted checks are enlivened with brighter effects in special thrown yarns. Cortina, a pure cotton fabric, brushed on both sides, is warm to wear and comes in warm colours; many ochre tones, grey, white and red checks. Montana, with a brushed back, is another warm fabric; crêpe weaves give interesting effects. Raron is a particularly fine shirting with a mohair type effect.

In addition to these shirting fabrics, let us also mention Terylene ES, 55 % Terylene and 45 % wool, in 150 cm widths; check designs in warm shades, for women's two-piece sports outfits; Dressy, in bold checks, which can be combined with plain fabrics; and Shorting, a very strong pure cotton fabric with a serge weave, in stripes and checks, very popular for children's wear.

### **« HGC » H. Gut & Co. Ltd., Zurich**

In this firm's collection we saw a great many figured fabrics for dressy occasions, only a few of which we have space to describe here however; many are made with gold or cellophane threads or other sparkling effects. Anadia is an extremely loosely woven fabric with Chromflex in the weft and warp, and woollen effects with long floating yarns in the warp. A similar article under the name of Anaconda is intended for blouses. Graziella, for cocktail dresses, has designs in coloured silk edged with metal on an acetate satin ground; this is an attractive article entirely in silver or gold lamé on a moiré warp or a white warp. Sirocco is a figured cloqué fabric in pastel shades with transparent iridescent effects achieved with the use of plastilame (cellophane-type) yarns. Tabarin is a very decorative lamé fabric with a slight relief, heavy designs on brightly coloured grounds with a great deal of metal in combinations of peach/silver, green/gold, red/gold, etc. Diamant is a sparkling Viscose/polyester cloqué, in slightly shot and iridescent shades; Farandole is another fabric of the same type. Elite offers a cluster of small multicoloured bouquets framed in gold on a diagonal satin ground. Embassy, on an entirely lamé ground, has coloured designs in thick loosely floating yarns, resembling a heavy non-figurative woollen em-

broidery. Scala is a very rich imitation of embroidery on a duchesse satin ground, either black or coloured with very rich gold effects; it is also available self-toned. Romantica comes in 110 cm widths for dresses and blouses. It is a lightweight cloqué in light iridescent tones, with sparkling effects. Araba, a very original creation, has a taffeta ground in pastel shades with loose thick woollen yarns in the weft, like heavy embroidery; it is also available self-toned or in contrasting colours. Cortina, the same style on a woollen crepon ground has a more muted look and resembles crochet work; it is ideal for afternoon dresses and skirts. In the same style, Bettina is perfect for after-ski fashions as likewise Tramin and Tabora, in silk, staple fibre and wool.

The prints include Starlaine, a woollen crêpe printed with small geometric designs; Pandora, a lamé jersey in many colours, which is also available plain and embroidered. In the embroideries, there is Duchesse Royal, an embroidered acetate satin in the form of edgings and allovers, in white on white or black on red, some with a little lamé and others embroidered with a crêpe yarn; this is an article for evening dresses and wedding gowns. Dongola Brodé comes only in black and has a cellophane effect. The plain fabrics include Primalba, a coarse crêpe in viscose in all the classical shades from dark to light; Cristallo, a crêpe with crystal effects; reversible Crystal, one side crêpe, the other satin; and Borkina, a bark crêpe in a wide range of colours.

### **Hausammann Textiles Ltd., Winterthur**

In addition to a large collection of fabrics for women's clothes, a lovely series of 150 cm wide printed poplins with a permanent finish for anoraks, and a remarkable range of very high quality fabrics for window-curtains and drapes, this firm also produces a big collection of plain and printed fabrics for lingerie, which we would like to describe briefly here.

Among the plain pure cotton fabrics, we find first of all a bark crêpe, which has already met with great success everywhere, as well as an easy-care bark crêpe with a slight piqué effect which is also extremely popular; in the classical colours: black, white, lemon, etc., it can be used for nightgowns and even for blouses. There are two other pure cotton fabrics which require no ironing, one with an interesting alternating band effect, one set of bands being in the natural fabric, the other with a crêpe effect obtained by slight goffering. This washable quality is designed for women's lingerie. Other plain qualities such as an ordinary batiste with a silky Minicare finish, a fancy loosely textured voile in pure crease-resistant cotton, in white, pink and sky blue, and for lingerie and blouses, another plain fabric with a cotton warp and a weft in « Helanca-Set ».

To meet the demand for an article lighter than flannellette but warmer than batiste for winter nightwear, the collection now contains a lightly brushed pure cotton printed article, with clusters of flowers and other appropriate designs. The cotton bark crêpe with a piqué effect already referred to in the plain fabrics is also available printed with dots of all sizes and floral designs; let us remind readers that this is an easy-care article. The ordinary lingerie batiste also comes in floral prints, with dots, checks, etc. In the same designs, there is a crease-resistant pure cotton printed satin designed mainly for the manufacture of negligés matching the batiste nightgowns. The same satin, with polka dot or striped designs can be used for blouses and pyjamas. The identical article is also available with printed designs along the edges for women's pyjamas. Finally, a cotton/« Helanca-Set »



fabric, already mentioned in the plain fabrics, comes in classical printed designs for lingerie and with dots and stripes for blouses.

### **Heer & Co. Ltd., Thalwil (Zurich)**

Of this firm's very large collection of plain and figured fabrics, we wish to mention here only a few of the most outstanding mixed fabrics. First of all Crêpe Corvette, a light coarse-grained crêpe, then Satin Sarao, for two-piece outfits and dresses, with bouclé effects, for sporting dresses, two-piece outfits and coats. Amara, a slightly structured dress fabric in artificial fibres with wool, both looks and feels like wool. Two ribbed fabrics: Aragona, with a slight frosted effect between the ribs, which is particularly suitable for coats, and Andorra, a very lovely heavy warp ribbed fabric, for two-piece outfits and coats too. Satin Andrea has a strong satin weft on a black warp, with a very slight shantung effect, and comes either plain or colour-woven with transversal stripes for cocktail dresses and coats, while Ankara is a soft large-ribbed woolly fabric for dresses and two-piece outfits. Akabah and Gabardine-Akahab are two warm and supple mixed woollen fabrics with a rich handle, one in a satin weave for dresses, the other in gabardine with marked structural effects for dresses and two-piece outfits. Favorit, an acetate/Terylene fabric with a slight shantung effect in the warp, is an easy-care, quick-drying line suitable not only for dresses and two-piece outfits but also for light between-season coats. Annapurna is a mixed wool tweed for dresses, two-piece outfits and coats. In spite of its loose texture, this fabric does not lose its shape, thanks to the incorporation of synthetic yarns. Finally, Alcamo is a wool/Vestan mixture, in the proportion of 29/71, in a gabardine weave and attractive combinations of a coloured weft on a black warp; this article possesses the usual qualities of mixtures with Vestan, in particular the possibility of being permanently pleated.

### **Mettler & Co. Ltd., St. Gall**

The new winter collection comprises a group of light and medium-weight woollen fabrics ideally suited to blouses and dresses, as well as a number of exclusive fabrics and tricot with gold and silver Lurex effects for the evening. In the colours, the medium pastel shades prevail but a great many designs have been produced in the classical somewhat darker winter shades.

The most interesting article from the point of view of price is Tamarine, a wool mousseline in a dozen designs, half of them screen-printed the other half roller-printed.

In addition to Vineta, an already popular woollen muslin, let us mention a new addition to the pure wool sector, Zayana, a pure worsted crêpe — as suitable for blouses as for dresses. Bolero, a very fashionable, light but warm wintry quality of Jacquard consisting of 16 % silk and 84 % wool, is a novelty among the prints. The qualities for the evening are Barcarole, a fancy tricot in staple fibre and mohair with Lurex; Vandale, a very striking Lurex tricot with a gold, silver or grey ground in a series of classical designs, and Fascination, a very fashionable article with Lurex, in a subdued geometric design.

The collection also includes a number of plain and colour woven fabrics such as Baliana, a plain crêpe, and Vineta, already mentioned above, in a rich range of colours, as well as a number of plain fabrics from the summer collection, but presented in wintry colours, i.e. in particular the cotton crêpe Candella, Amanda, a crêpe with satin stripes and the popular standard quality Tanissa. The already mentioned qualities, Vandale, Zayana and Barcarole, are also available plain in a wide range of colours. The collection is successfully completed by a number of colour-woven fabrics with Lurex, in the fashionable geometric style, together with checks and stripes.

### **Neuburger & Co. Ltd., St. Gall**

According to their tradition, these manufacturers present a rich collection of high quality St. Gall articles in various styles. In addition to round collars in guipure and guipure bands sold by the yard for making round collars, this collection includes a wide range of guipure braids and garlands with detachable motifs, braids on organdie with applications, and strips of detachable embroidered motifs on velvet, also with gold embroidery.

In addition there is naturally a large selection of guipure allover in classical and modern designs, in both white and colours, embroidered allover on the same colour velvet, etc.

### **Riba Silks Ltd., Zurich**

This collection is aimed mainly at the young, with its fashionable designs and especially its very popular bright sharp colours achieved by means of coloured warps. In the articles for cocktail wear, we were struck by King, a slightly cloqué lamé fabric with geometric designs, Kiss, with big paisley type designs, Karo, with a very full bulky yarn and coloured designs such as for example muted checks on a metallic ground. Kandahar is a diagonal fabric with coloured warp on a metal ground, Kopenhagen, with designs in checks and in the same style, woven with metal threads on a white warp in light colours for the young, while Calypso, with small checks and stripes, and a touch of metal, also comes in plain qualities to match. Karat has broad diagonal stripes and herring-bone designs printed in muted shades on a lamé cloqué ground. In Velours Gala, we have black tracery work on a gold or coloured ground, or on a crystal or satin ground and with designs in plastimetal, a cellophane type thread which catches the light and looks almost luminous. Another new fabric is Ottoman Sparkling for the afternoon, made with a sparkling polyamide yarn; while Ottoman Luxe, on a coloured warp, is a very lovely heavy article for evening coats and two-piece outfits. Also for the afternoon are a bark crêpe Kay and a washable bark crêpe Kastor, both available either plain or embroidered. Couture Gala on the other hand is a 130 cm wide crêpe with an edging embroidered lengthwise, with velvet applications.

The printed fabrics for daytime include Kuala, a wool/silk ottoman in a stylised floral print; Karina, a Rhodia/wool fabric with a structured surface printed with splashes of colour or geometric designs. Let us also mention a reversible crêpe which is black on one side and white on the other, achieved by bonding the two sides



together, which makes it possible to keep the colours extremely pure and to use the fabric without a lining. Based on the same technique, there is a whole series of fabrics for suits and dresses, with bonded lining, i.e. Kaiser, in a fancy tricot, Karinet, a very loose structured fabric, made with flossy yarns and pure woollen fabrics bonded onto jersey for the evening, a lamé rachel Kameo, bonded to a tricot and Kolibri, a rachel for bridal gowns, as well as Kinanit, a bonded lamé jersey.

### **Robt. Schwarzenbach & Co., Thalwil (Zurich)**

Here we can only describe the most striking novelties in this firm's infinitely rich and varied production. In the Jacquards we were particularly struck by Alexander, a matelassé type fabric in synthetic fibres on a grey ground, with herring-bone type geometric designs, the relief being given by a thick yarn in the weft. This article comes in dark shades for late afternoon dresses and in lighter tones for the evening and cocktails. There are a great many youthful and smart sporty fabrics, which are all the rage today, such as for example Derby-laine, a wool/rayon fabric with herring-bone or diagonal designs, or checks, formed by a chenille type weft in grey or black wool on a coloured rayon ground, in chartreuse, blue, pink, yellow, black or white. Lucky Lady in acetate and wool is a structured fabric with a surface resembling orange peel. It is at present the height of fashion and is used as a ground for self-toned embroideries in modern designs, whose colours correspond to those of the plain fabrics. It also comes in a printed version named Starlana, in monochrome designs in a sporting series such as checks, herring-bone and houndstooth patterns, and a range of supple designs resembling the veins in wood. For evening and party dresses, there is Baccara in classical designs with Lurex; Maxim, a matelassé in a plain shot fabric, with diagonal ribs on the back in the same shade, only more marked, giving a turned-back effect. In the plain fabrics, the fashion for pure silk gabardine has led to the creation of a similar article in acetate for evening coats, cocktail dresses and suits. On the same warp, there is also an ottoman and an angel skin; these articles come in bright and classical shades. In duchesse satin, the demand for which is on the increase, there exists the Ambassador quality, in acetate, which is made in many new colours, some of them very bold and striking; Opera is the same quality but in pure silk with a Scotchgard finish.

In pure silk shantung, let us mention Patricia, for evening coats, cocktail dresses and smart suits, in very lovely deep colours; there also exist variants in acetate, as well as, more recently, in pure Dralon. Let us also call attention to the silk/wool shantung Rondine and two novelty crêpes Granada, one a heavy quality in Dor-suisse, a new yarn, the other in Ban-Lon.

In the tricots, Tsar is a rachel article in wool with or without Lurex, which is meeting with great success. There are also other jersey articles in wool, orlon, etc., with or without Lurex, plain and printed or embroidered as well as in Crimplene, with Jacquard relief effects.

### **Siber & Wehrli Ltd., Zurich**

One of the main features of this collection continues to be the Jacquard fabrics, which are richer and more

beautiful than ever this season. They include a new article with slight relief and embroidery type designs. A supple, lightly flowing figured nylon crepon comes in new combinations of colours. In the various lines of matelassés and cloqué fabrics not only are the ranges of colours very rich and attractive but they also include geometric designs which are all the rage at present. Some of these qualities are also made with Lurex or cellophane effects.

Among the blouse fabrics, a Honanette Crimplene in pure Terylene, which has all the advantages of Terylene but in addition a silky handle, is meeting with great success. A nylon chiffon as well as various 90 and 140 cm wide crêpes and georgettes in Terylene are in the height of fashion.

In the dress fabrics too, crêpe reigns supreme and we come across attractive examples with not only a sablé but also a satin back. Finally, among the novelties let us mention a crêpe with sparkling effects as well as a crêpe with a discrete Lurex stripe.

### **Alwin Wild, Sankt-Margrethen**

This firm specializes in the manufacture of knitted fabrics on knitting and hosiery machines, for the ready-to-wear industry and for sale by the yard; the materials it uses are mainly wool — always mothproofed — and cotton, as well as Crimplene and « Helanca ». Its great speciality is jersey-tweed for skirts and suits, which is all the rage now in the United States and Japan. This is a wide mesh elastic material which it is impossible to tell from a woven fabric merely by looking at it. It comes mainly in light shades, beige for example, and with bouclé effects, in wool with Héliodor, the fabric nevertheless remaining flat.

The collection also includes diagonal tweed, with various degrees of marked ribbing, undulating tweeds and thick yarn tweeds for coats. All the colours used for the tweeds are also found again in the plain wevenit matching fabrics. Angora wevenit is a highly fashionable article. In the wevenits there are also narrower mesh styles for sale by the yard.

A small range of screen-printed mohair tricots in lovely designs and soft colours is ideal for dresses and blouses which can also be worn for cocktails.

The wevenits also include a large collection of classical Jacquard tricots, in the same colours as the tweeds. The designs are in the « pop-art » style, with a few on a diagonal ground. The colours are either matching or contrasting, the designs modern (pop-art), classical or geometrical (checks); of the latter, one representing a sort of skyscraper façade has been designed specially for the Courrèges style; there is also a modern design with flowers on checks and also self-toned paisley designs. The plain wevenit knitted fabrics are made in the same colours as the Jacquards.

A series of fancy tricots has been made of Crimplene, either in plain structured fabrics, or in houndstooth Jacquards, checks, herring-bone tweeds, diagonal materials with two-toned effects, and ribbed articles; these materials are designed mainly for dresses and suits; a number of heavier qualities are intended for coats, others for men's leisure wear and, with bright stripes, for beach wear. All these articles are washable and require no ironing.

Wild also makes a small collection in Antron, either in a crêpe type plain fabric or in Jacquards with checks and other motifs, intended mainly for swimsuits. There is also a collection of this type in « Helanca ».