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NECK-TIES

Farewell, beribboned exquisites of the Merry Monarch and the Roi Soleil! Farewell, ribbons of charming hues — amarant, celeste, ponceau — flowing sashes and lovers knots pricked on shoulder or red-heeled shoes. Jabots, collars, cuffs of lace, clear-cut against velvets and sumptuous silks... Farewell to all fanciful masculine apparel. Customs have changed in the course of centuries and so has costume. In the dull XIXth century our ancestors' flowing cravates dwindled into ugly black bows — perhaps one of the factors which made for the gloom of the Victorian Age! — but neck wear has revived in our day and become again a thing to please, a bow easy to tie, practical to wear, neat and yet bright-hued. Our ties are indeed the last reminder of the ribbons and furbelows sported by the exquisites, the dandies and «incroyables», the «lions» of by-gone days; the last note of colour and fantasy permitted today to the well-dressed man — though colour and fancy are even here doomed to remain within the narrow limits dictated by sobriety and good taste. The time, the hour, the circumstance, the tone of the shirt and the suit are factors as determinant in the choice of a tie as the preference and mood of the wearer. * Vivid hued and boldly patterned for summer or sports wear, discreetly and luminously silken adorned with small classic designs for social events or business, pin stripes or large stripes, printed twills, so crisp and light — the necktie is always the well-dressed man's most personal accessory with which he can strike an individual note, grave or gay, refined or soberly fanciful against the formal costume now submitted to only very slow «sea change». So personal indeed is a man's tie, that one might almost say: «Show me your tie, and I'll tell you what kind of man you are!» What man, therefore, would renounce this last opportunity which is left him to express his personality, his last fling of independence in face of his tailor's dictates? He who refuses to wear a neck-tie on the pretext that it is «uncomfortable», is far more a slave of prejudice than his brother who is free to express his mood by choosing the fabric, colour and design expressive of his personality and who can still enjoy the zest of knotting a harmonious «Regent» or a neat «Scot». * Swiss neck-tie manufacturers can obtain direct from their suppliers all the silk, rayon, staple fibre or woollen fabrics they need — plain, colour-woven, Jacquard, printed — and these for neck-wear of all imaginable styles: classic, fancy, sportsmanlike, and so on. The technical and artistic perfection achieved by Swiss manufacturers is too well-known for comment and it is evident that Swiss neck-tie fabrics equal other Swiss products in quality, to say the least. Most neck-tie manufacturers buy the exclusivity of the designs they select for certain markets, a practice which constitutes a guarantee for their clients. Many create their own designs or co-operate closely with the designers; each have a particular style — sober for some, more dynamic for others. All have long been accustomed to cater for the export trade and know perfectly how to adapt their lines to the particular wishes and tastes of their foreign clientele, requirements which certainly vary a great deal according to latitude. Quality neck-ties are hand-made over a pure wool lining which gives them the required elasticity and renders them as crushproof as possible. Their manufacture is no real secret: their success is due to the skill of the hands which make them, to the experience and good taste of the manufacturers, to the professional pride they take in the selection of quality fabrics. Most firms do not confine their activity to neck-wear alone — however wide the range — but also offer the requisites every man who takes pride in his appearance may require: scarves or squares of silk, rayon and wool, printed or colour-woven. * For your pleasure, we are presenting here a small selection from the rich collections of a few of the leading Swiss manufacturers, tasteful suggestions in the fanciful domain of masculine neck-wear... the last reminder of the ribbons and furbelows of old-time exquisites.

Die neuen Stoff-Kollektionen

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Photos Bauty

FERRIN, VALON & C^{IE}, GENÈVE





MANUFACTURE DE CRAVATES CROIX D'OR S.A., GENÈVE



