

Swiss textiles in the tropics

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Objektyp: **Article**

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

Band (Jahr): **- (1948)**

Heft 2

PDF erstellt am: **08.08.2024**

Persistenter Link: <https://doi.org/10.5169/seals-799179>

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rayon or checked cotton; and the blouses which go with them are very important this summer. Swiss Lace, once more, is the favourite fabric. You see blouses of embroidered organdie; ingenuous tucked muslins; blouses made entirely of cotton lace; and fine lawn blouses with edging or insertions of Swiss lace.

One of the prettiest accessories of the new fashion is the Edwardian revival in lingerie — the rustle of silk beneath a full skirt, or a whirl of white embroidery accidentally revealed. Women are wearing waist petticoats and camisoles again: the petticoats sometimes of poul and rayon taffeta; sometimes of white lawn with lace frills and insertion. Yet another pretty revival is that of white cotton nightgowns reminiscent of our mothers' youth: very «jeune fille», with long sleeves and high necks, and decorated with pin-tucking and insertions of lace or embroidery.

So much for fashions and events inside England. But what to the English, is most exciting of all is that, from May 1st, the ban on foreign travel is lifted. Once more eager English tourists are pouring into the travel agencies to book tickets for the continent, and Switzerland in particular, a favourite holiday land.

And since the war, it has become more than ever the happy land to which they long to be transported — even though they are sadly embarrassed by having so little money to spend when they get there.

Ann Duveen.

SWISS TEXTILES IN THE TROPICS

Brazilian Fashions. Brazil does not create fashions. The most fashionable centres in the country, Rio de Janeiro and Sao Paulo, are swayed by Paris and all that Paris can offer in the way of gracious elegance and distinction. North-American styling also exercises a considerable influence on the models presented by leading fashion houses. It is Buenos-Aires which has succeeded in taking the lead in South America as regards the fashion trades and, especially, in the creative adaptation of current trends; this city can today claim to be the designer of South American fashions.

First Rio and, later, her rival Sao Paulo, attempted at one time to strike out as dictators of fashion and to produce styles as gracefully nonchalant as those which proceed from other countries, but the indolence which pervades the air of tropical climes is not conducive to such an attempt. The question of native labour also raises problems which are usually almost insoluble and it is therefore easy to understand why the Argentine should predominate in South American fashion; this country is, besides, more directly under the influence of Europe.

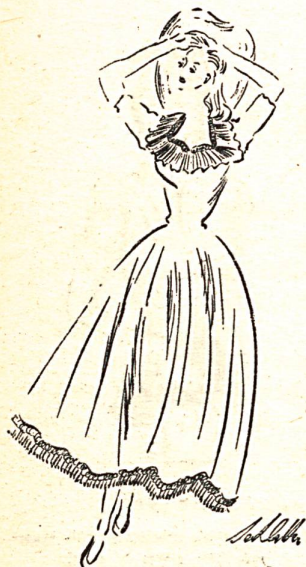
Fashion trends in Brazil therefore have a very particular aspect. Although there are many couture houses, none are really outstanding, at least according to European standards, and very few create their own models. Most of the gowns presented are imported; when a model comes from Paris, it is always preferred to all others, and can command prices such as no other could obtain.

The influence of Swiss fabrics. As regards dress materials, Swiss fabrics are enjoying uncontested success, and their prestige is a tribute to Swiss manufacturers. They are being more and more widely adopted, for their quality corresponds exactly to the exigencies of a climate where tropical heat does not make the dressmaker's work any easier. For this winter season — which opens in April — we noted several styles. Designers unhesitatingly allow Swiss fabrics to predominate and, with them, have created models for which no other materials would be suitable.

In hot climates, Swiss silks, organdies and embroideries, enchant the feminine heart. What centre could offer, better than St. Gall, the deliciously crisp yet resistant embroideries so much in demand on a market where white is preferred above all other colours. Swiss fabrics have all the qualities tropical climates require.

The results of our investigations, which have lead us to large stores and small shops, to wholesalers and retailers, and even to the Brazilian woman herself, allow us to assert that Swiss fabrics — and indeed all that comes from the lovely land of Switzerland — are highly praised in South America.

From an article by *Fred Schlatter.*



LEBELSON

Dress of St-Gall fabric and embroidery



A Fred Schlatter model in Swiss fabric