

Zeitschrift: Swiss textiles [English edition]
Band: - (1948)
Heft: 4

Artikel: Swiss textiles in the tropics
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DOI: <https://doi.org/10.5169/seals-799205>

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Swiss textiles in the Tropics



For the South-American nations, and particularly for Brazil, it is Paris which always — by her creative inspiration — reigns supreme in the world of fashion. As regards textile manufacture, however, Switzerland enjoys the undisputed privilege of producing the fabrics most suitable for wear in warm climates and, consequently, the most appropriate for the tropics.

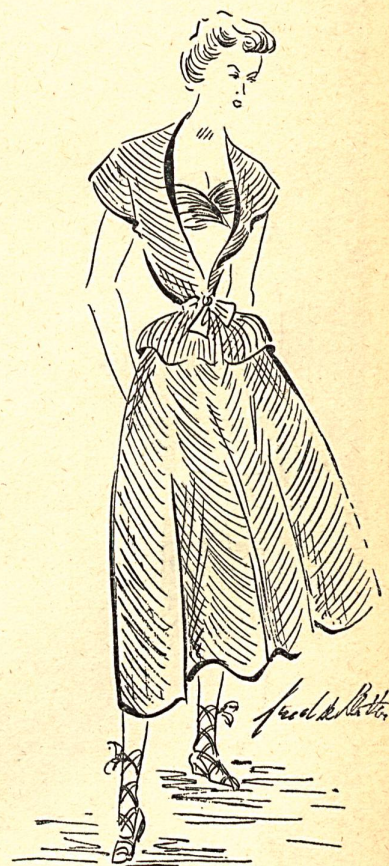
Unfortunately, since present import restrictions have come into force, Swiss textiles have become rare on the South American market. Are stocks exhausted?

Be that as it may, the favour enjoyed by Swiss dress materials prove their superiority more conclusively than ever. At a time when all further importation is interrupted, the eagerness shown by feminine buyers to find a few remnants still available here and there, eloquently shows how highly they esteem Swiss fashion fabrics.

Today, the summer season in South America is about to open, and the first collections are beginning to appear. For «basic styles», in which fashion houses place all their hopes, sufficient lengths of Swiss fabrics have been carefully kept in reserve.

In the collections first presented, the fresh, light-coloured «little frock» predominates. For styles of this type, it would be useless even to look for a fabric which could surpass or even equal the materials produced on Swiss looms. For evening gowns, so often worn at open-air festivities in the summer, St. Gall embroideries — printed and embroidered organdies, guipures, laces and nets — are unrivalled. It is really difficult to realize how many problems, some insoluble, couturiers in these markets have had to face, owing to the temporary shortage of Swiss fabrics, and how painful it is for them not to be able to meet a demand which every day grows more urgent. This being so, it must be recognized that, with all due impartiality, the prestige of Swiss textiles is not a mere passing whim of feminine caprice, nor mere obstinacy shown by the desire of obtaining something which is hard to find. The quality, suppleness, fresh fast colours, the purity of their snowy texture are inherent qualities which render these materials ideal for the making of the most charmingly beautiful gowns one can hope to see.

So many advantages have contributed to favour Swiss fabrics in the tropics and helped them attain a remarkably enviable position in those markets.



Fred Schlatter.