

Swimsuits

Autor(en): **R.C.**

Objektyp: **Article**

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

Band (Jahr): - **(1953)**

Heft 1

PDF erstellt am: **16.07.2024**

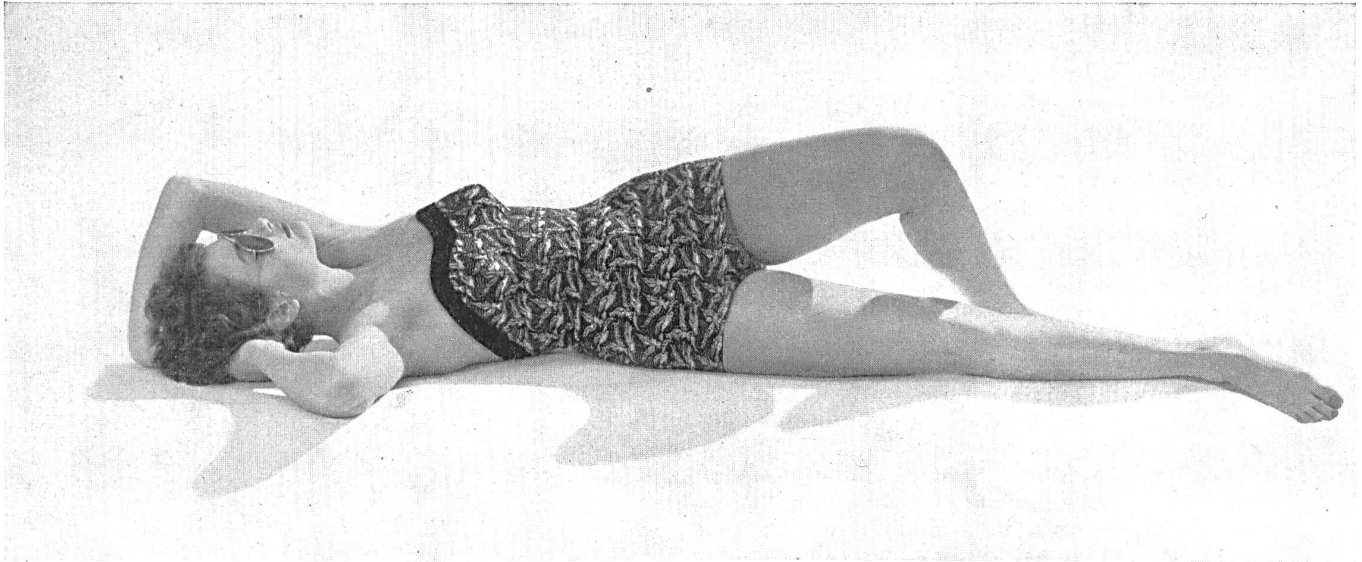
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BÜRGI & CIE, KREUZLINGEN
« PORELLA »

Photo Schmutz & Guniat

Costume à dessin fantaisie en plusieurs couleurs, que souligne une large bordure unie. Tous les maillots de laine de cette marque sont irrétrécissables et inattaquables par les mites.

Swimsuit with fancy design in several colours, emphasised by a wide plain border. All woollen costumes made by this firm are unshrinkable and mothproof.

Traje con dibujo fantasía en varios colores, subrayados por un ancho borde liso. Todas las mallas de lana de esta marca son inencogibles e inatacables por las polillas. Das bunte Phantasiedessin wird durch eine breite, einfarbige Borte unterstrichen. Alle wollenen Badekleider dieser Marke gehen nicht ein und sind mottenecht.

Photo Wyden

SWIMSUITS

The versatility of fashion has extended to all fields of clothing and the imaginative ones who undertake, season after season, to create those mere nothings that we still persist in calling «bathing costumes» or «swimsuits» deserve all the praise we can give them. Do they not always succeed in finding new ideas for varying the shape, cut and style of these garments which, after all, can only more or less closely mould and emphasise the very forms they are supposed to conceal? For although little scope for imagination is allowed by these costumes, a way is always found of creating something new. Fashion nevertheless is not too dictatorial in this field, which makes it possible for all styles to find their followers. This is particularly the case in Switzerland, where the beaches and swimming pools are both numerous and popular. The existence in this country of a population with widely different tastes, and the presence of innumerable foreigners, oblige swimsuit manufacturers to present a very rich and varied selection of models. This need has had very fortunate results, for it has enabled

HOCHULI & CIE S. A., SAFENWIL
« HOCOSA »

Costumes de bain pour dames et enfants en pure laine irrétrécissable et résistant aux mites, couleurs solides à la lumière et à l'eau de mer. Costumes de bain fantaisie en coton tricoté avec lastex.

Women's and children's swimsuits in pure unshrinkable mothproof wool, colours resistant to light and seawater. Fancy swimsuits in knitted cotton with lastex.

Trajes de baño de señora y niño, pura lana inencogible resistente a la polilla; tintes resistentes a la luz y al agua de mar. Trajes de baño fantasía, de punto de algodón con lastex.

Damen- und Kinder-Badekleider aus reiner, nicht eingehender, mottenechter Wolle, licht- und meerwasserecht. Phantasie-Badekleider aus Baumwolle mit eingestricktem Lastex.



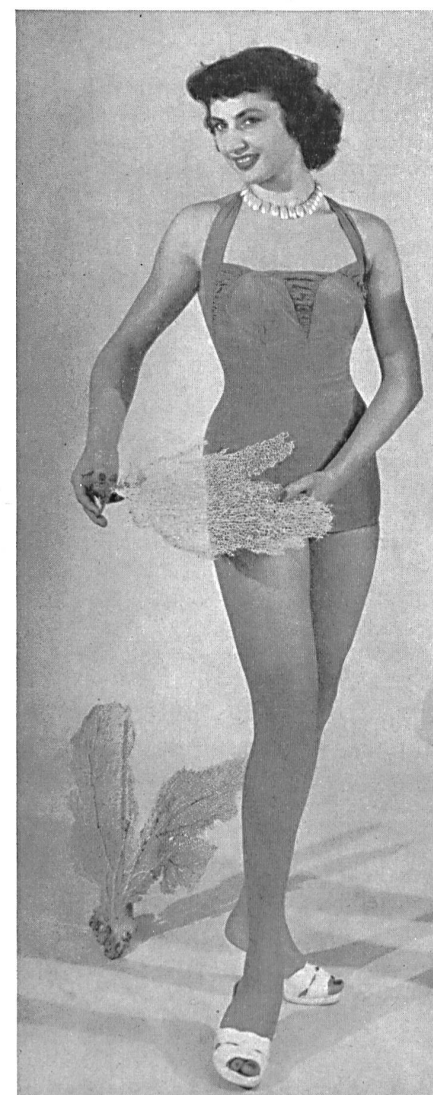
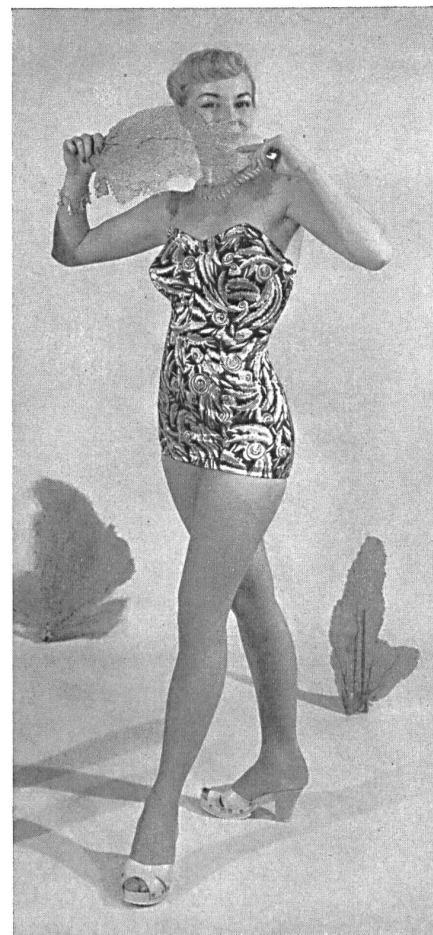
Swiss manufacturers to hold their own successfully on markets with the most widely opposed trends, whether the Riviera where that «bare necessity», the Bikini, remains in favour, or the United States where the one-piece swimsuit with a skirt effect in front is still considered the most suitable.

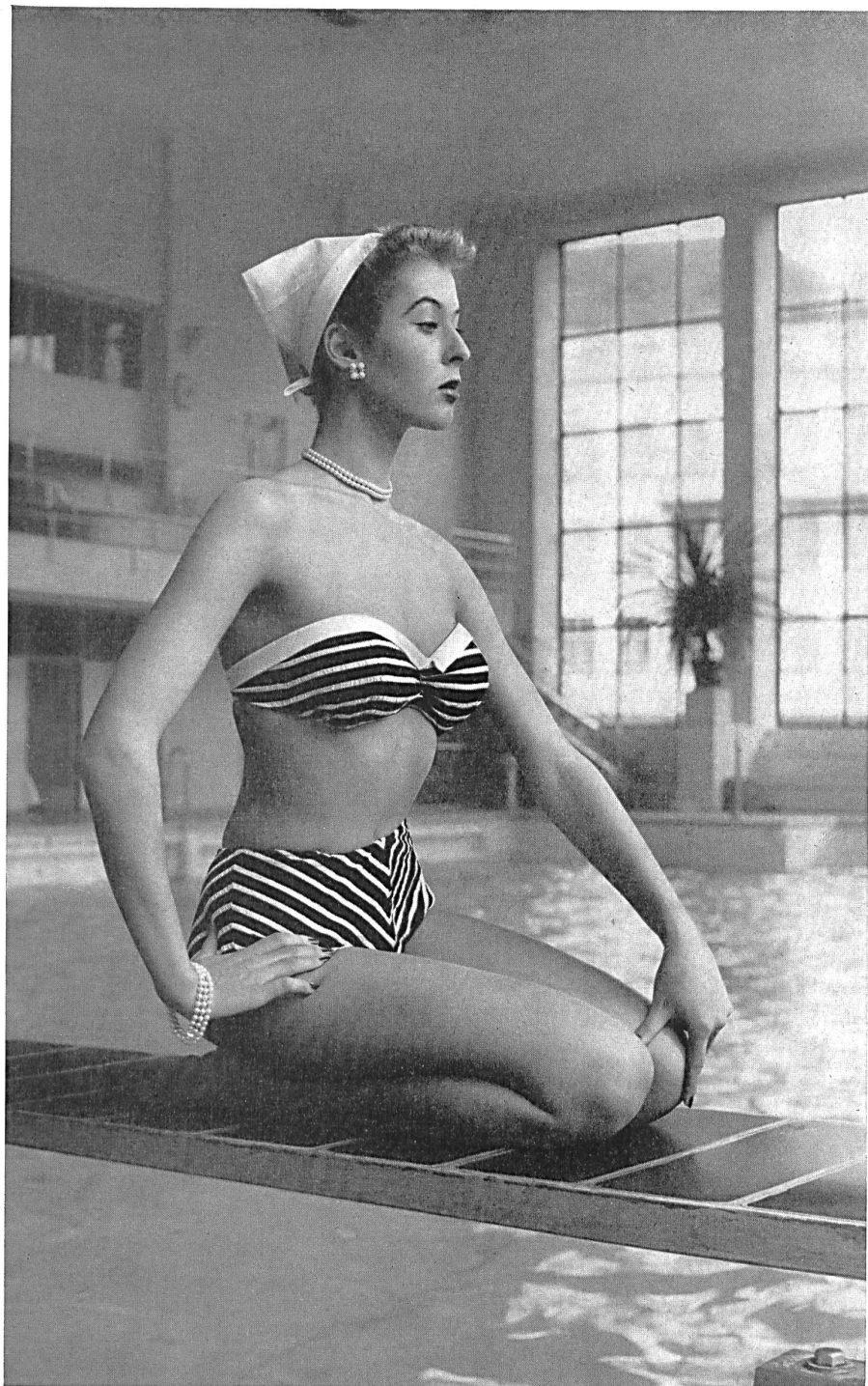
The variety of the forms is only equalled by the diversity of the designs. Here too, all trends are represented and it would be difficult to discover a general tendency. Next to the classic plain designs are found vertical stripes — which have a slimming effect — and horizontal stripes (reserved, theoretically at least, for the slenderest of nymphs!), and multicoloured designs in Jacquard tricot... One can even see, if the hour is favourable, swimsuits with fluorescent designs!

As for the materials of which swimsuits are made, we are sure that if we tried to list them all, we should forget to mention some. Wool, one of the earliest materials used, seems to be coming back into favour, which is all the more understandable when it is found to-day knitted with both lastex and nylon yarns, which enhance its natural qualities. It must also be said that wool is nowadays made

J. F. ROHRER-BOLLIGER, ROMANSHORN
«ROBORO»

Costumes de bain élégants en nylon-lastex, taffetas-lastex et satin-lastex imprimé.
Attractive swimsuits in nylon lastex, taffeta lastex and printed satin lastex.
Elegantes trajes de baño de nylon-lastex, tafetán-lastex y satén-lastex estampado.
Elegante Badeanzüge aus Nylon-Lastex, Taffetas-Lastex und Satin-Lastex bedruckt.





unshrinkable and proof against moth, thanks to the use of special finishes. Cotton is still popular both knitted and as a fabric, with the elasticity given it by lastex yarns. There are even swimsuits made partly of everglaze fabric. The latest comer, nylon, has acquired an enviable place for itself, owing to its strength, its lightness and the speed with which it dries. Crêpe nylon, the most recent form in which nylon has

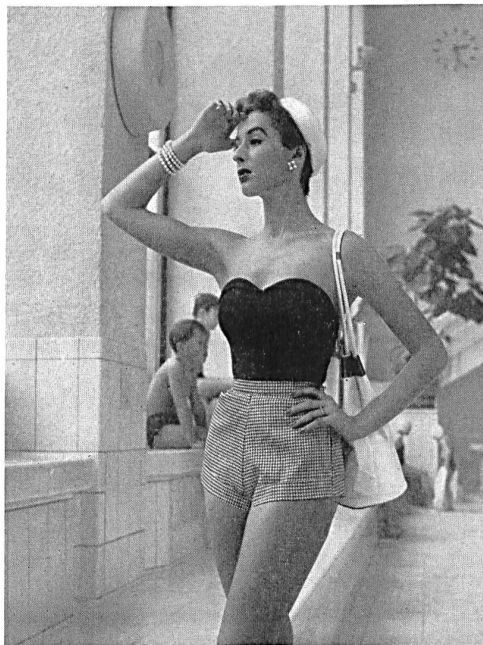
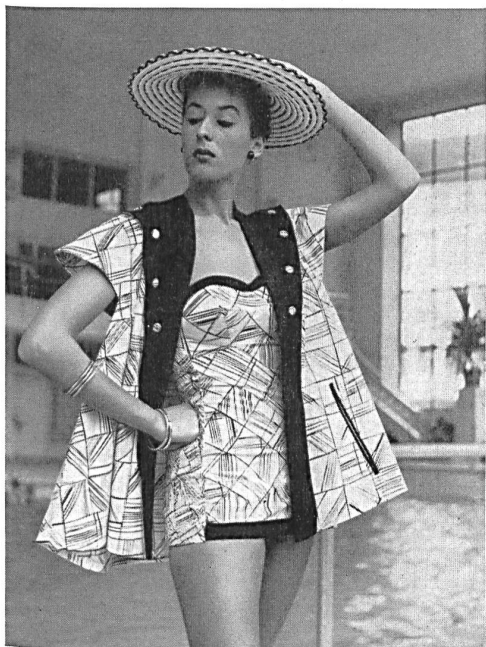
LAHCO S. A., BADEN

Deux-pièces fantaisie en nylon avec bordure de piqué; ensemble de plage chic en coton; bustier en piqué de coton et short pied de poule en nylon; sobre costume de bain en satin de nylon avec lastex.

Fancy two-piece swimsuit in nylon with piqué edging; smart cotton beach suit; strapless bodice in cotton piqué and houndstooth shorts in nylon; classic swimsuit in nylon satin lastex.

Dos-piezas fantasía, de nylon con borde de piqué; conjunto de playa elegante de algodón; sostén de piqué de algodón y short pata de gallo de nylon; vestido de baño sobrio, de satén de nylon con Lastex.

Zweiteiliges Fantasie-Badekostüm aus Nylon mit Piqué-Rand; flottes Strandensemble aus Baumwolle; Baumwollpiqué-Corsage mit Nylon-Shorts; apartes Badekleid aus Nylon-Satin mit Lastex.





PIUS WIELER SÖHNE, KREUZLINGEN

« WIELER »

Costumes de bain tricotés nylon (Hélanca).

Knitted nylon swimsuits (Helanca).

Trajes de baño, de malla de nylon (Helanca).

Nylongestrichte Badeanzüge (Helanca).

Photos Hœnig



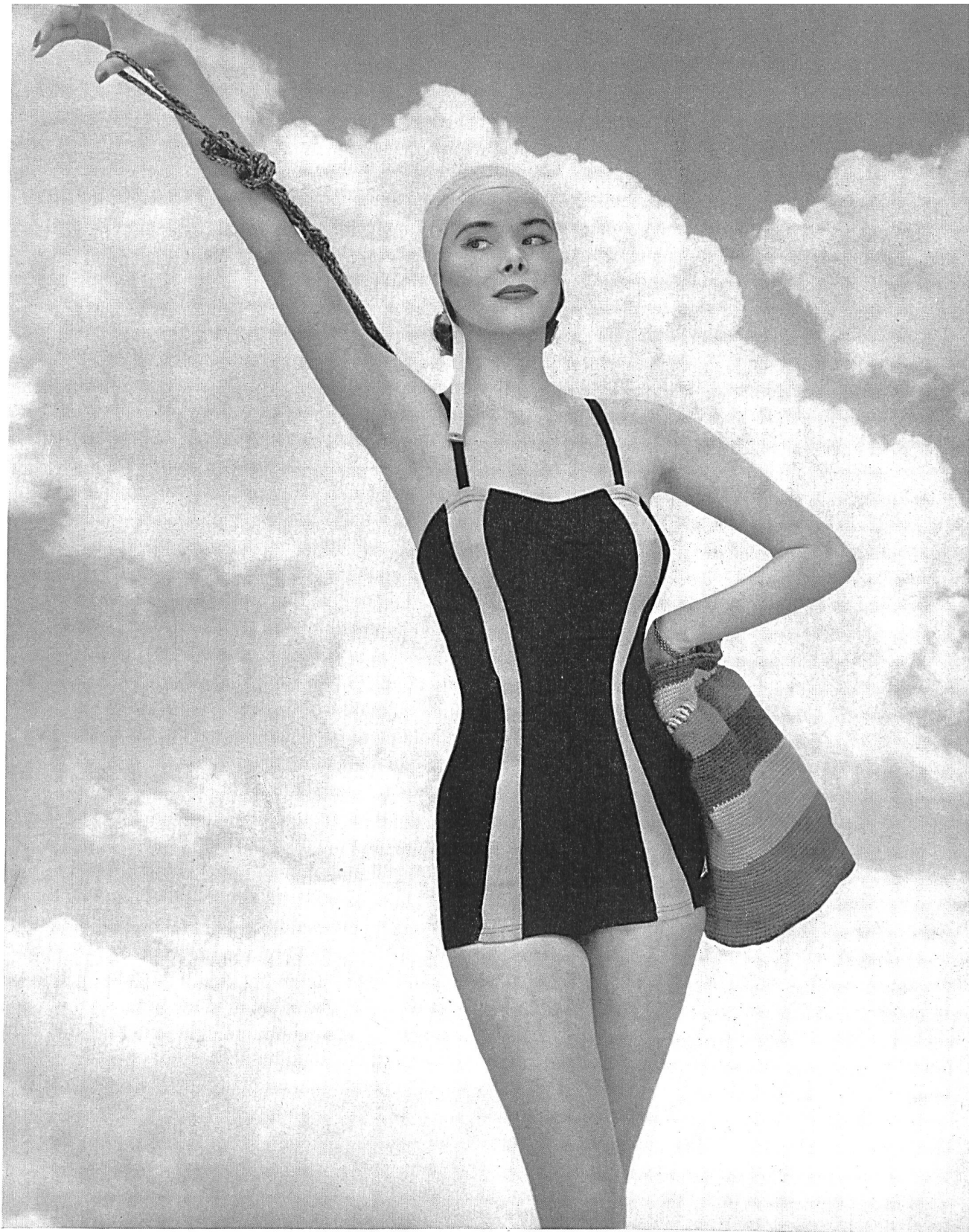


Photo Lutz

KNECHTLI & CIE S. A., ZOLLIKOFEN-BERNE
« SWISSNIT »

Costume de bain, en laine résistant aux mites et à l'eau de mer et hydrofugée, tricotée avec du fil élastique qui assure un porter parfait.

Woollen swimsuit, mothproof and resistant to sea-water, water-repellent, knitted with elastic yarn thus ensuring a perfect fit.

Traje de baño, de lana resistente a la polilla y al agua de mar, hidrofugado, de punto de malla hecho con hilo elástico que asegura un asiento perfecto.

Badeanzug aus mottenechter, meerwasserechter und wasserabstossender Wolle ; die Mitverwendung von Elastikfäden sichert einen tadellosen Sitz.

appeared, deserves to be mentioned on account of the future that seems to lie ahead of it in extremely elastic swimsuits without rubber.

It is hardly necessary to add that Swiss swimsuits

are always dyed in colours that are fast to sun, water and even seawater... which fact is proved so admirably on beaches all over the world.

R. C.

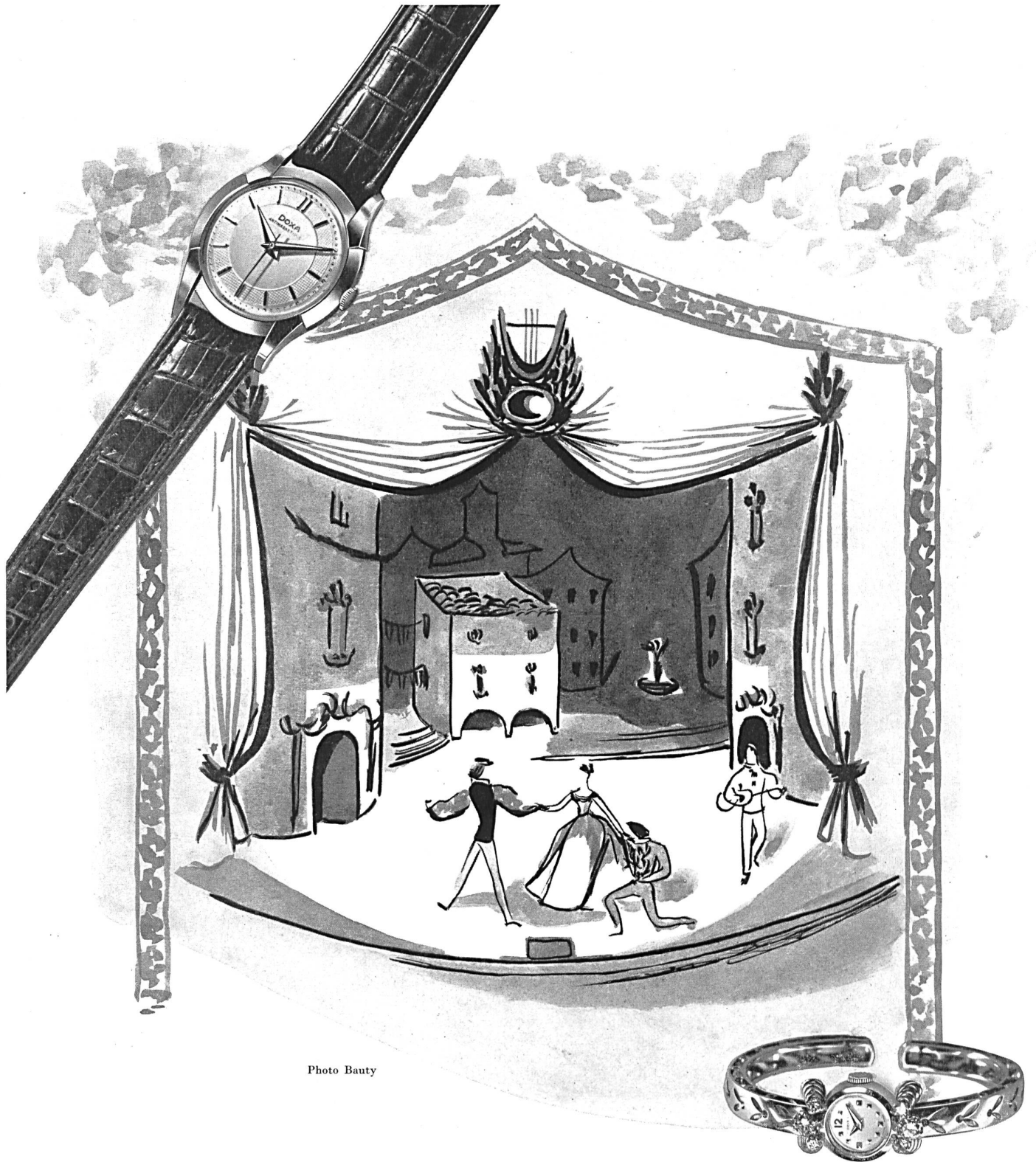


Photo Bauty

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Japan.	Mr. Seichi Fukui, No 2/192, Takaai-cho, Higashiumiyoshi-ku, <i>Osaka</i> .		
New Zealand.	Universal Business Directories Ltd., 44-46, Kingston Street, <i>Auckland</i> .		

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