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Letter from Germany



This year the first days of spring were of a splendour such as we have not seen in many a year! Under a brilliant sun, the orchards burst into blossom just in time for the fashion showings, which are becoming more and more popular each year. The fashion salons and better ready-to-wear houses are finding it increasingly difficult to cope with the large numbers of clients who flock to

RUDOLF BRAUCHBAR & CO., ZURICH

Bestickte reine Seide.

Pure soie brodée.

Modell/Modèle : Toni Schiesser, Frankfurt/M.

Photo Eric

their shows. All the women, from sixteen to sixty, gazed longingly at the heavenly creations in lovely Swiss embroidered fabrics, which are so fresh-looking, so diaphanous and so elegant.

Toni Schiesser of Frankfurt, who used Swiss fabrics for more than half her spring-summer collection, had a charming idea for enhancing the effect of materials that were already very attractive in themselves: her mannequins appeared, two or three at a time, wearing the same fabric but in different shades or contrasting styles. She showed, for example, beach outfits in heavy striped cotton Jacquard fabrics in attractive colour combinations (Mettler & Co., St.Gall), summer dresses in pink and yellow filmy batistes (Stoffel & Co., St.Gall) with small tucks and trimmed with white embroidery, pastel poplin dresses, also with white embroidery (Naef, Flawil) and trimmed with small bows. Her evening dresses in organza, richly embroidered with flowers or Empire motifs with amphoras (Forster Willi & Co., St.Gall) met with great success.

Big ready-to-wear firms too use the very popular Swiss summer fabrics which are both elegant and extremely good quality. For example, Paul Dörr (Frankfurt and Berlin), who in a very youthful yet elegant collection gave great prominence to the shirtwaist dress which is so popular today, makes extensive use of Swiss fabrics, above all of the very exclusive printed silks, embroidered organdies and printed cotton satins.

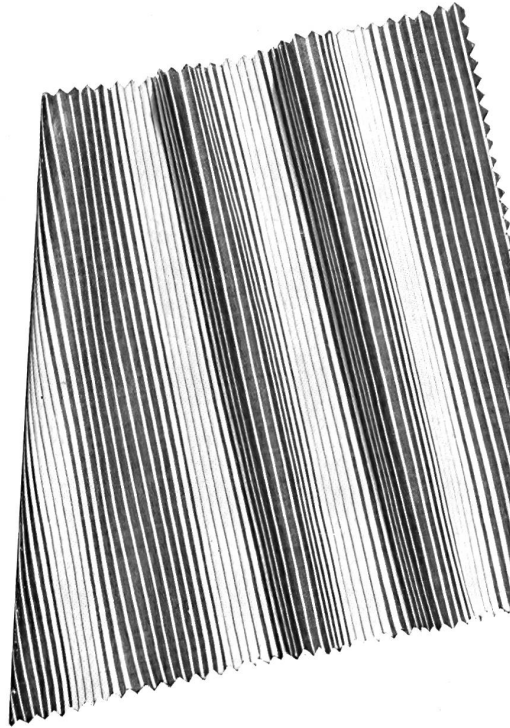
In a small collection created with great discernment and where the greatest importance is attached to cut and the quality of the materials, Erika Asch of Nuremberg made more than half her models in St.Gall fabrics such as embroidered batiste, piqué, poplin, etc. (Reichenbach & Co.).

When one speaks of cotton fabrics today one almost invariably means Swiss cotton fabrics. This reputation is being strengthened by a collection which is touring Germany today under the auspice of the German Cotton Institute and will be seen in some fifty German towns. The most exclusive and the most beautiful models of this international collection, which contains all that a smart woman could desire in the way of cotton dresses, are made of Swiss fabrics, such as hand-printed panama, cotton shantung, brocade, gipure and velvet.

REICHENBACH & CO., SAINT-GALL

Batiste fantaisie infoissable, 100 % coton.
Knitterfreier Fantasie Batist 100 % Baumwolle.
Modell/Modèle: E. Asch, Nürnberg

Photo Bischof et Broel



The "Swiss Week", which was held in Dusseldorf in March under the patronage of the Presidents of the German Federal Republic and the Swiss Confederation,

may be considered as a particularly successful publicity event. Enthusiastic reports appeared in all the papers, particularly the trade press, which fully confirmed the



STOFFEL & CO., SAINT-GALL

Gelb-weisser und rosa-weisser Batist.
Batiste jaune et blanche et rose et blanche.
Modell/Modèle: Toni Schiesser, Frankfurt/M.

Photo Eric



ALTOCO S.A., SAINT-GALL

Bestickter Organdy.
Organdi brodé.

Modell/Modèle :
Paul Dörr, Frankfurt/M.

Photo Sobek/Sietzen

words of the Head of the Office for the Promotion of the Swiss Embroidery and Cotton Industry: "The strength and the future of the Swiss textile industry do not lie in the mass-production of cheap articles but in the rational manufacture of good quality products

of particularly high artistic standard". Such a trend can but gladden the hearts of fashion circles and consumers alike.

Emily Kraus-Nover



TACO S.A., ZURICH

Bedruckter Baumwollsatın.
Satin de coton imprimé.

Modell/Modèle :
Paul Dörr, Frankfurt/M.

Photo Sobek/Sietzen

