

New York letter

Autor(en): **Chambrier, Thérèse de**

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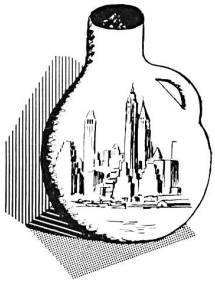
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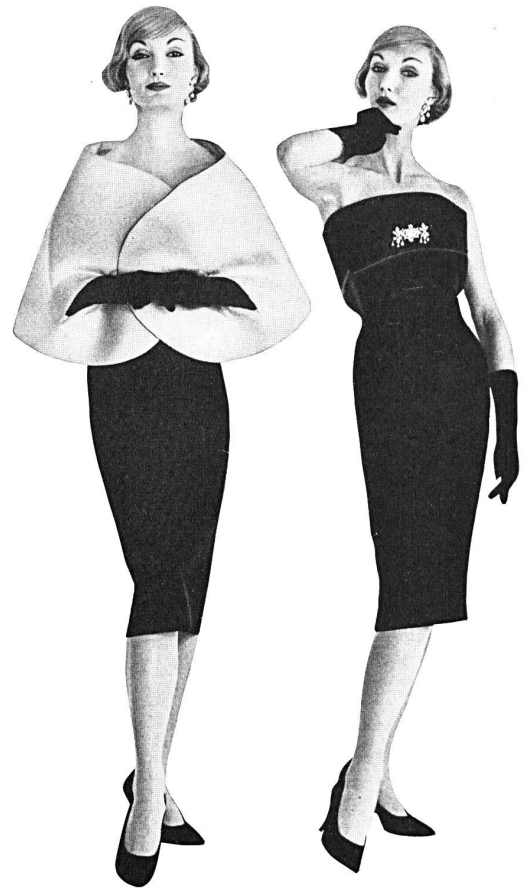
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New York Letter

The New York summer collections included dresses, blouses and suits made of Swiss embroideries, which seem to be even more abundant this season than ever.

Organdies have a very Victorian charm in the imported collection of Jacob Rohner, who drew his inspiration from the firm's old pattern books. There are gathered flounces, allover in silk organdy, embroidered with ochre and light maroon coloured orchids. Others are decorated with gold or purple crocuses, accompanied by silvery-white pussy willow and tracteries of soft green foliage touched with brown. Black leaves and garnet-red cherries are used to decorate another fabric. Edwardian style embroideries are enhanced by satin appliqués in soft colours. Among J. G. Nef's new fabrics were cotton crêpes, as fine as silk and printed with dainty floral designs. The same delicate effect is found again in the organdy crêpes for evening dresses, decorated with big flowers printed on a white or colored ground. There is a soft needle-point piqué of an



L. ABRAHAM & CO. SILKS LTD., ZURICH

Tundra.

Model by Pauline Trigere, New York.

L. ABRAHAM & CO. SILKS LTD., ZURICH

Taftalia.

Model by Pauline Trigere, New York.



almost transparent lightness, as well as ribbed cottons printed with designs resembling Jacquard woven patterns. For the beach and cruising, there are glazed cotton shantung with stripes, ribbed motifs and Chinese designs each accompanied by a similar but plain fabric, for making matching outfits. Figured, brocaded, open-work and ribbed textures emphasise the surface decoration of light voiles and batistes. Union of St. Gall produces original satin organdies of silk embroidered with sprays of flowers, in white and black, white and grey, white and apricot or gold, or all in white. The light effect of these embroideries is enhanced by the fineness of the yarns used to make the design. The shaded effects give them a very feminine elegance. Ferns and butterflies add a light, ethereal grace to the roses, peonies and dahlias of these embroidered trimmings; sometimes the pistils of flowers stand out in relief. Other more rustic embroideries, on linen for skirts, are reminiscent of Hungarian embroideries with their bright colors, and are used as edgings or galloons to trim the hems of skirts. Appliqués, transparent effects in color, light matelassés, needle-point lace and embroidered galloons offer great scope for decoration to the designers of American ready-to-wear collections.

Among other novelties Stoffel of St. Gall presents a large number of fabrics with «interesting» surfaces in a large range of fashionable colors, a cotton honan to which a new printing process gives the appearance of a Jacquard weave, floral prints on Jacquard fabrics and on colored satin stripes, an imitation chiné print on plain satin and hand-printed fabrics in the new synthetic fibre «Meryl».

An increasing number of Swiss firms export to the United States not cottons but woollens and fabrics for winter suits, coats and dresses, suitings and fancy creations. These fabrics are in great demand among better ready-to-wear clothing manufacturers in the States for their quality and exclusiveness. In New York there are velvets embroidered with shiny or metallic yarns by Fischbacher of St. Gall. A new precious woollen « Chinchillan », by Pfenninger of Wädenswil, has made its appearance. This fabulous fabric is composed of 50 % chinchilla and 47 % pure merino wool, the remaining 3 % being nylon for technical reasons. It weighs only 20 1/2 ounces, it is as soft to the touch as cashmere, but is more shiny, more silky and has more body. The same manufacturer has produced the new Silver Camel (24 ounces), which is a variant of the lovely Baby Camel, as well as bouclés for coats with the same matching but lighter fabrics for dresses, and finally luxury sports fabrics. Reichenbach of St. Gall has a well-established reputation in America for its exquisitely printed woollen challises. Some of these mousselines have as many as 17 colors in one design, which can be obtained in 10 to 12 different combinations of colors. For next winter, this firm is offering a new fabric in silk and wool, the reverse side of which is satin and the face a woollen crêpe, printed with shaded flowers in merging tones : ferns, foliage, roses widely spaced with a hand-painted look. Other designs are oriental, geometric or abstract. One washable and crease-resistant orlon fabric looks like a soft woollen for dresses. Weisbrod Zurrer & Sons of Hausen offer New York ready-to-wear manufacturers woollen and rayon bouclés for suits, crease-resistant cashmere crêpes and a very attractive Jacquard in rayon, wool and Flisca (Flisca is a crêpe yarn of Emmenbrücke viscose rayon). Stehli Silks of Zurich presents an exclusive and luxurious winter collection, specially designed for the American market. For evening dresses it offers silks whose warp printing is combined with brocaded Jacquard effects ; moirés which will be all the rage, soft and thin matelassés for dresses, lamés and novelties in silk with woven stripes and a narrow line of wispy wool giving the fabric a very Edwardian opaline aspect. One of its fabrics for suits or dresses is porous, almost open like a net, but very strong and guaranteed not to lose its shape.

The knitted fabrics imported from Switzerland are very varied but all characterised by a beautiful classical simplicity and quiet distinction. The « Herisa » models of Aebi & Co., Ltd., Herisau, come in for particular attention : suits with rounded yokes and skirts with side pleats ; original pullovers in four colors arranged like the four corners of a coat of arms. Ruepp & Co., Ltd., Sarmenstorf, « Alpinit » offer smart woollen wevenit and knitted suits. Finally the incomparable « Hanro » shirtwaist dresses and two-piece outfits of Handschin & Ronus Ltd., Liestal, have a cut, a neat and distinctive elegance specially sought after by well-dressed American women of the « town and country » set : suits, jackets and dresses are simply decorated with double rows of stitches, edged with grosgrain and belted with suede. Wevenit skirts are worn with tricot sweaters, boleros and small attractive jackets that are very becoming and original without being exaggerated.

The fine cotton fabrics, embroideries, woollens, mixed fabrics and tricots imported from Switzerland owe a considerable part of the excellent reputation they enjoy in American ready-to-wear circles to the continual progress made with regard to finish and dyeing. All the ultra-modern qualities, such as Wash-and-Wear, Drip-and-Dry, No-Iron, are possessed by these Swiss articles, even the fragile embroideries and fine Victorian style cotton fabrics, which are still triumphantly up to date in this era of jet aircraft and atomic power. Cilander of Herisau has



FOSTER WILLI & CO., SAINT-GALL

Multicolor embroidery on cotton organdy.
Organdi de coton brodé en couleurs.
Model by Martha Inc., New York & West Palm Beach.

FOSTER WILLI & CO., SAINT-GALL

Embroidered organdy.
Organdi brodé.
Model by Pauline Trigere, New York.



perfected its « Cirelax », a no-iron finish making poplins and other cotton fabrics permanently crease-resistant. « Cila-silk » is incorporated in the fibre itself of calico fabrics and cotton poplins, giving them a permanent silky glaze like honan or tussore. Both the face and reverse sides are silky, since this finish is not applied to the surface only but is made to penetrate into the fibre. « Guardelande » gives marquises perfect stability of dimension. « Antizal » completely prevents wine, fruit and ink stains from soaking into the fabric and enables such stains to be removed simply by soaping in luke-warm water. « Cilango » confers on cotton fabrics the downy look of woollen cashmeres. The « Cilusso » process makes it possible to dye reversible Jacquards by giving one side an iridescent surface leaving the other plain. A highly perfected finish of Carl Weber makes mercerised cottons a luminous and lasting white. For the spring of 1960 Heberlein is preparing a collection of « easy-care » cotton fabrics which will include per-

manent finish and washable moirés as well as cotton satins as soft and shiny as silk and naturally with a wash-and-wear finish. There will be openwork effects with drawn yarns; permanent finish printed crêpes and fabrics with the ground shot with gold, looking as though woven with a fine gold thread. These fabrics will be plain or over-printed with flowers standing out against the discrete gold background of the fabric. Plain poplins treated by this process have the look of gold lamé, while cotton mousselines are transformed into tissue paper taffeta. The « Hecova » finish will give cotton fabrics the clean look of pure linen.

Attention should also be called to the continued success throughout the United States of Heberlein « Helanca » yarns and the great demand for the new « Velcro » ribbon closer, two outstanding Swiss inventions.

Thérèse de Chambrier



BISCHOFF TEXTILES LTD., SAINT GALL

Embroideries on nylon.
Broderies sur nylon.
Model by Kickernick, Inc., Minneapolis.
Photo Lutz.



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