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Letter from Germany

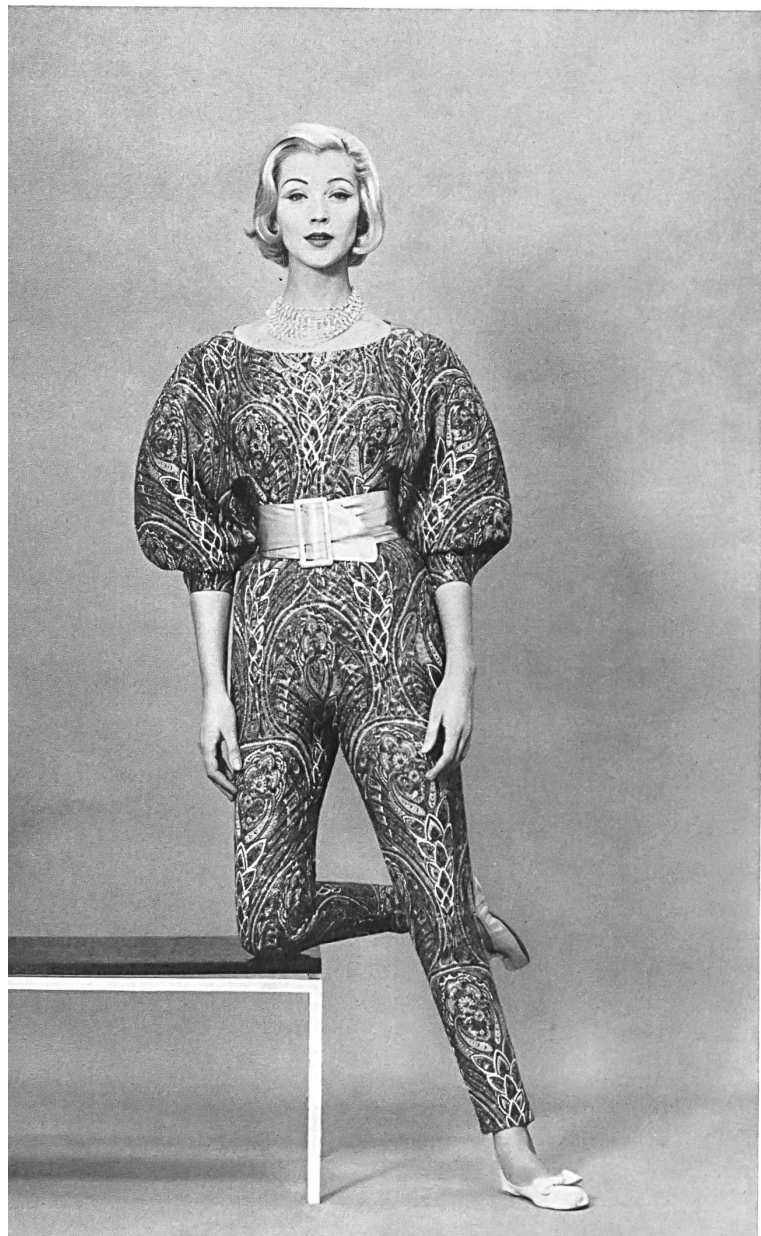
A reception at St. Gall

This year the Swiss cotton and embroidery industry invited members of the German fashion press to the St. Gall Horse Show and the fashion displays which always accompany it. As the well-known Swiss firm Union Ltd. was celebrating its 200th anniversary at the same time, this year's festivities at St. Gall were not only in the height of fashion but also possessed all the glamour of tradition.

The German guests particularly admired the efforts of the leading embroidery factories to enrich their collections — which are traditionally summery — with a certain number of creations and specialities eminently suitable for use in winter too, even in our northern climate.

Thus we saw, for the first time, a fabulous velvet guipure in which the surfaces representing the petals and leaves of floral motifs were in velvet, instead of the customary embroidery, and connected together by a tracery of branches of the finest silk embroidery. We must also mention a silk organdie completely embroidered with flowers in angora wool and wool lace with hand-appliquéd flowers in relief (Union). The original petit point type embroidery fabrics launched by Forster Willi for the summer are now made in black as well as warm autumnal tones, which suggests their use for the autumn/winter season. All these novelties, as well as some very lovely and original fabrics such as the « Scaramouche » satin with a light ribbed ottoman, attractive Lurex-threaded cotton fabrics hand-printed in twelve colours and satins with chenille embroidery (Mettler) have since been used by leading German fashion houses and the better ready-to-wear firms for the creation of some outstandingly beautiful models.

Emily Kraus-Nover



METTLER & CIE S. A., SAINT-GALL

Tissu de coton broché / Baumwollbrokat
Modèle Detlev Albers, Berlin
Photo F. C. Gundlach

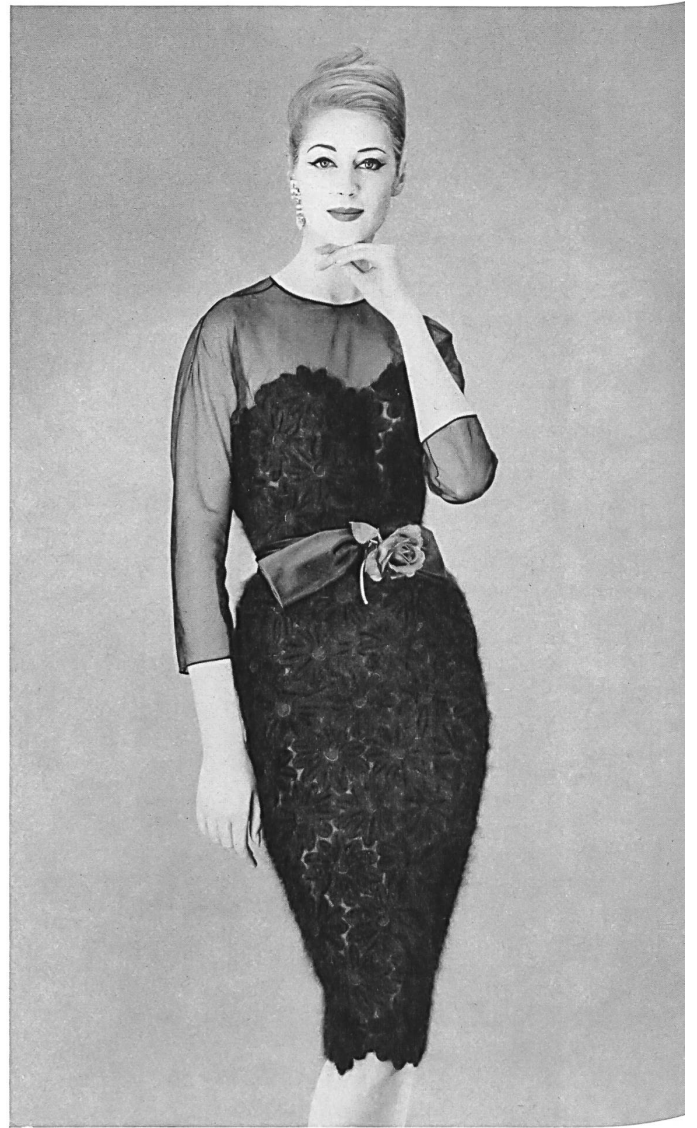


WALTER SCHRANK & CO., SAINT-GALL

Guipure blanche / weisse Guipurespitze
Modèle Toni Schiesser, Frankfurt a. M.
Photo F. C. Gundlach



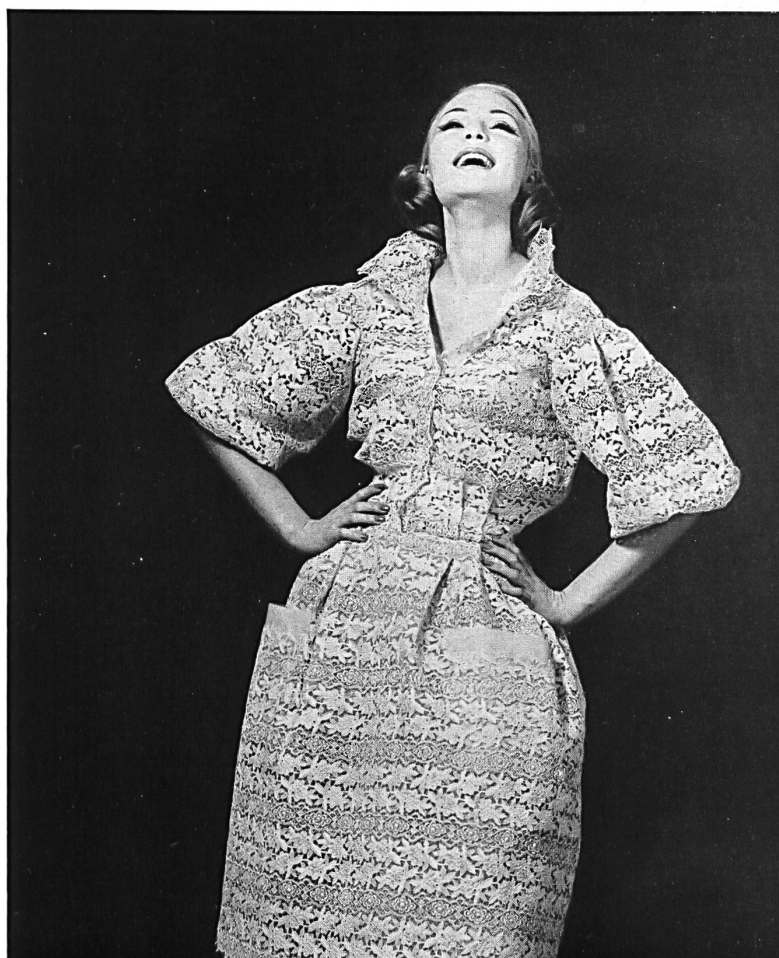
UNION S. A., SAINT-GALL
Broderie mohair / Mohairstickerei
Modèle Detlev Albers, Berlin



UNION S. A., SAINT-GALL
Broderie angora / Angorastickerei
Modèle Toni Schiesser, Frankfurt a. M.
Photo F. C. Gundlach



FORSTER WILLI & CO., SAINT-GALL
Guipure noire / schwarze Guipure-Spitze
Modèle Toni Schiesser, Frankfurt a.M.
Photo F.C. Gundlach



FORSTER WILLI & CO., SAINT-GALL
Guipure bleue / azurblaue Guipure-Spitze
Modèle Toni Schiesser, Frankfurt a.M.
Photo F.C. Gundlach



UNION S. A., SAINT-GALL
 Cols brodés / bestickte Kragen
 Modèle Zweigler & Co.
 Photo F.C. Gundlach

UNION S. A., SAINT-GALL
 Broderie laine rose (blouse)
 Rosa Wollstickerei (Bluse)
 Modèle Toni Schiesser, Frankfurt a.M.
 Photo F.C. Gundlach

FORSTER WILLI & CO., SAINT-GALL
 Broderie en style gobelin sur organdi blanc
 Weisser in Gobelinstil bestickter Organdy
 Modèle Detlev Albers, Berlin
 Photo F.C. Gundlach

