

# New fabrics : in the collections

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# New Fabrics:

## in the collections

### « Berco », Baerlocher & Co., Rheineck

For the spring of 1962, these specialists in very fine lingerie fabrics once again present a very varied collection. As always the greatest care is taken with the execution of the designs and the selection of fashionable colours. It should however be pointed out, in this respect, that women's nightwear cannot hope to follow all the trends in fabrics for outerwear, either with regard to colour or design. Fine batistes form the basis of the new collection. The range has been widened however by adding crêpe, a fabric which has long proved its worth, as well as a silk lingerie satin, unique of its kind for both its texture and its handle. New qualities of batiste, some with minicare finish, successfully complete the collection and arouse great interest, specially in the plain fabrics, owing to the wide choice of colours available. There is also a very wide range of shades in the wool crêpes, which have marvellous draping qualities and have met with great success particularly for children's light dresses.

The collection of handkerchiefs has been composed with great skill and taste; customers are always surprised at the wealth of ideas expressed in both the plain and colour-woven articles.

### Bégé Ltd., Zurich

The Bégé 1962 summer collection is outstanding not only in designs and colours but also in the materials themselves. As a general rule the prints have very muted all-over designs, whether in more or less geometric, very stylised transpositions of floral inspiration or just splashes of colour. They are screen-printed by hand. Among the pure silks, let us mention: « Coïmbra », a surah in fashionable shades with a lavish use of grey and beige, soft blue as well as lemon, pink, etc.; it is also available with black splashes on white; « Palerma », a butterfly silk with designs in more subdued shades, for a more conservative clientele, but also in new colours; « Oki-Ama », a self-toned shantung with classical ornamental designs or of oriental style. These lines specially designed for warmer climates are very light. Among the pure cottons let us mention « Brodema », a pure Sea Island cotton, brocaded fabric with clipped cords whose other ends, appearing on the reverse side of the fabric, form velvety edges; « Chardema », the same fabric with super-imposed prints, giving a very three-dimensional effect. The pure cotton fabric « Atlanta » possesses similar effects, but on a satin ground combined with jacquard designs in a bolting-cloth weave; this article is also available in a plain quality. « Super-Atlantic », a plain satin in pure Sea Island cotton is made in thirty light and dark colours, in luminous shades. It is admirably suited to dresses and especially blouses. The same article is also made in an all-over print in modern colours. « Atlantic » is a plain, pure Sea Island cotton voile, for lingerie only. In a printed quality, it is available in rather darker shades specially designed to appeal to the more traditional-minded, who wish to wear dresses and blouses in quiet but very light shades. « Tonga », a crease-resistant pure cotton poplin, is especially designed for sale by the yard; the designs are more marked but also in the rather darker shades. « Jasmine », a pure cotton, is available both plain and printed; this fabric has flammé effects suitable for summer coats and suits. « Waikaima » is a pure cotton, crease-resistant imitation poplin with a permanent satin finish, available with modern and quite sporting printed designs, in bright colours. The pure cotton voile Royama, a clipcord jacquard brocaded fabric, is a most realistic imitation of embroidery and is available in all combinations of aquarelle colours and classical shades; in white on white it is perfect for bridal gowns.

We shall content ourselves here with describing a few novelties only from the rich collection of this firm, which specialises in the weaving of worsteds. First of all there is a mohair type worsted with shantung knots in modern mixed shades as well as in classical combinations of grey and black. This line is also admirably suited to the latest men's suits as well as to women's suits and two-piece outfits. There is a high quality worsted in delicate vernal shades for classical tailored suits, with a check design so tiny that the general effect is that of a plain fabric. Another very high-quality, quietly distinctive fabric offers pepper and salt combinations overprinted with an irregular check giving the whole a very fashionable note. Two other very fashionable fabrics are both very crisp, lightweight worsteds with the special lustre of mohair; these two articles are available in a large variety of designs and check patterns, in a very wide assortment of mixed shades. A heavy satin suiting with a quiet surface consisting of a very fine mixture of various related colours makes possible some very attractive and original combinations. In this line it is possible to find perfectly matching fabrics with very small differences of colour which give an extremely fashionable effect when put together. For suits and coats too, there is a very elegant fabric on which the shantung-type weft in a contrasting shade gives very attractive irregular effects. A very fine quality plain fabric with a structured herring-bone surface and an imitation linen effect is perfect for summer coats. It is available not only in the fashionable pastel shades but also in brighter colours as well as the ever-popular navy blue and black. Finally, let us mention a porous wool fabric — ideal for attractive little afternoon dresses — whose soft colours are admirably suited to its airy structure.

### « Burco », Burgauer and Co. Ltd., St. Gall

Shortly after the war, this firm which has specialised in the manufacture of curtaining fabrics for several decades, gave up creating a collection of prints. However, in order to meet the demands of its clientele, it is once again presenting a series of exclusive printed fabrics, which are really completely new with regard to grounds, shades and designs.

The lasting success of its special « Burcoseta » line has encouraged the firm to produce this fabric in an entirely synthetic quality, i.e. with a terylene instead of a pure silk warp. This idea was finally put into operation after several attempts, and the comparatively large new collection represents a type that did not exist before; in memory of the original fabric behind this new creation, the latter has been given the name of « Burcosynta ».

Several novelties have been added to the range of colour-woven furnishing fabrics not only in synthetic fibres but also in cotton and linen, as well as partly in jute. The big selection of terylene marquisesettes and voiles, in new designs and frequently in colour, is most attractive. Luckily the firm's increased capacity of output was able to keep up with the heavy demand that immediately followed the showing.

### « Erhuco », Eugster & Huber Ltd., St. Gall

This firm's collection of embroideries contains a very wide choice of blouse fronts as well as all-overs on minicare and ordinary batistes, organdie, nylon-sheer, nylon crêpe, silk organdie and duchesse satin; they are embroidered in white or colour on a white or a coloured ground in the latest fashionable shades. This collection therefore offers buyers articles for all purposes, from blouses to the most luxurious bridal gowns.

For blouse fronts, this firm offers embroidered minicare fabrics such as batiste, poplin, satin and various other fancy fabrics as well as, recently, some pure silk qualities, in all price ranges. In the new collection, this firm's designers seem to have concentrated mainly on creating new designs, giving the whole a varied but very fashionable note.

Great care has naturally also been taken to provide an interesting range of embroideries for first communion or confirmation dresses.

Among the non-embroidered fabrics, the selection of famous, typical fine cottons has been enriched by the addition of several choice qualities of plain or fancy fabrics for blouses, children's and women's wear as well as for lingerie, each quality being available in a varied assortment of fashionable colours. These articles range from the finest mousseline, batiste and voile to the semi-heavy, plain and structured qualities for dresses.



## « Fisba », Christian Fischbacher Co. Ltd., St. Gall

Let us point out right away that embroideries are becoming more and more important in the Fisba collection. Apart from the strips of embroidery in white, black and luminous pastel shades on minicare batiste, to be appliqué on blouses and dresses, there are the usual classical blouse fronts but more and more embroidered edgings for blouson tops buttoning up at the back, also in the luminous pastel shades dictated by Paris. Among the allovers in chemical embroidery, the trend is towards motifs arranged in squares, which can be cut out in strips or squares, as well as towards two-tone motifs. We also saw some allovers of string embroidery for dresses and blouses. In the prints, the emphasis is on fluidity of drape and surface interest. There are many qualities of crease-resistant, no-stain, shrink-resistant and no-iron Fisba Stayrite fabrics, in particular Dalida, a cotton and staple-fibre fabric which is also available plain under the name of « Revita »; then there is « Samos », a pure cotton also available both printed and plain, and « Carmen », an attractive cotton and staple-fibre fabric; these are heavy qualities for two-piece outfits; the pure cotton fabrics « Melody », « Kamala », « Isabella », etc. are lighter qualities for dresses; Boutique is another very new, 100 % cotton with a coarse structure. All are available in a very wide variety of designs of all kinds, the majority in the new fashionable shades — those on a white ground being the most rare — with a very lavish use of pinks in conjunction with turquoise, apricot, light violet, etc. This collection also contains designs treated once in the new colours and once in the old, more subdued shades. The fancy weaves include blouse fronts woven in white or in colour on white, all in minicare finish, and pure cotton fabrics with a Stayrite finish for blouses and dresses. The plain fabrics have the same grounds as the prints, sometimes in brighter shades. Let us just mention « Carrara » and « Timora » and other 100 % cotton structured fabrics, some light blends and Estoril, a pure cotton crêpe with shiny, sanded effects. In short, a very rich collection outstanding for the boldness and the variety of the colours.

## Gugelmann & Co. Ltd., Langenthal

In its new manufacturing programme for the spring/summer 1962, this firm has catered particularly to the general trend towards comfortable clothes that are easy to wear and require the minimum of care. The « Firenze » sports shirting, which met with great success last year, is presented again in new designs with woven and yarn effects, and will doubtless, together with another very fine, light sports shirting, « Aggabel », appeal to an ever widening circle of customers. The new women's dress fabric « Marisa » is available in a large number of stripped and checked designs. « Jeanne » is a heavier blended fabric, of 40 % cotton and 60 % linen, woven in colour this season; it is ideally suited therefore to the present trend for gay beach and sports attire. Its wearing qualities make this water-repellent, crease-resistant fabric the ideal material for the manufacture of women's slacks, shorts, etc. But the highlight of the new collection is the top quality cotton fabric « Aggador »; woven of thrown twists, it is light- and wash-fast, water-repellent and crease-resistant. The colours are very discrete and quiet; this article is ideally suited to the manufacture of raincoats, anoraks, after-ski jackets, and women's slacks.

## « HGZ », H. Gut & Co. Ltd., Zurich

With its plain, printed and jacquard fabrics, this firm presents a rich and very full collection for the summer 1962. Among the plain fabrics we were pleased to see again a number of articles which have been repeated owing to the great success they met with last year, such as, for example, « Rusticana », a 100 % staple-fibre, crease-resistant, piece-dyed suiting with patterns in the structured surface, « Shantura », a shantung-type staple-fibre and Rhodia, for cocktail dresses, and « Astralino », an imitation linen, yarn-dyed fabric heavier than Rusticana, also in pastel shades. Alongside the old favourites, there were several newcomers whose success is already considerable: « Ramona », a mousse rayon crêpe for dresses, in pastel shades, with some particularly striking beiges and mole, as well as acid greens and lime; « Shanella », a shantung-type 100 % staple-fibre, crease-resistant structurally striped fabric in pastel shades and distinctive classical tones: royal blue, navy blue, red, yellow, etc. Among the prints, the two main lines are the Rhodia fabrics which, owing to the material of which they are made and their exceptional finish, have a handle and a look which makes them

practically indistinguishable from natural silk. These two fabrics are « Rhodia Twill » and « Rhodia Shantung », a sort of *douppionné* twill with a shantung effect. Without dwelling at any length on the designs presented, we can say, briefly, that they cover the whole range of possibilities: floral motifs, abstract and geometric designs, florally inspired abstract designs, designs of a Tachist tendency, muted, all-over designs, etc. The colours are considerably lighter. There are hardly any more blacks, consequently the prints have a softer look and the dark, subdued shades have almost completely disappeared. There is nothing new to report in the way of jacquards, which are less in demand during the summer months although they are admirably suited to summery coats in pastel shades. For summer coats and suits, on the other hand, the firm is presenting a big collection of embroidered Mitsou fabrics a cotton embroidery on a silk ground in a wide range of different embroidered motifs of all styles—very ethereal or more substantial either self-toned or multicoloured or in contrasting shades. (See page 82).

## Gyr & Co., Frauenfeld

For the last ten years or so this worsted mill has specialised in the manufacture of elastic fabrics with a « Helanca » yarn warp sold under the trade name of « Swiss Stretch » and « Elastiss » and originally intended for the manufacture of ski-trousers. These fabrics make tight-fitting tapered ski-trousers which however leave the wearer complete freedom of movement as a result of their great elasticity. Encouraged by this success, Gyr decided to expand its manufacturing programme and is now launching for the summer of 1962 a number of elastic fabrics with a « Helanca » warp for women's slacks and sportswear leisure wear beach wear, etc. These fabrics are lighter (330 to 400 gr. per metre for a 1 ½ metre wide fabric) and the « Helanca » warp is combined with a weft of wool, staple fibre, orlon, etc. These piece-dyed articles are each available in ten to twelve fashionable colours, i.e. for the summer, in aquarelle shades: beige, pink, lemon, apricot, almond green, etc. In addition to plain gabardines, this firm's output includes all types of fancy weaves, made by using fancy flammé, knotted, or chiné yarns, etc. in the warp.

## Heer & Co. Ltd., Thalwil

At Heer's, for summer 1962, we saw a fine collection of pure silk fabrics, in particular a *douppionné* silk in distinctive pastel shades both plain and checked as well as a number of knotted surfaces such as Fari and Kimono for dresses, some heavier weights for two-piece outfits, such as Aosta, a *douppionné* satin Granada for cocktail and evening dresses, Granada shantung for two-piece outfits and coats, Diamant crêpe, a very lovely heavy article in classical colours only and smart Drap, a light silk and wool fabric, in all the latest fashionable shades.

Among the chemical fibres there were crêpes such as Poudre d'Or (viscose/acetate), crease-resistant Lorlot (100 % viscose), crease-resistant Carabi (cotton/rayon) for light leisure wear and youthful clothes, and Tarasco, a fabric of the same style with a slightly knotted surface but a fine smooth structure. Nor must we forget the silk organdie types in nylon and acetate nylon, both plain and in fancy weaves, and Tussana, a lightweight, crease-resistant and stain-proof fabric in mixed staple-fibre and Tussana, not only in plain and striped qualities but also with Prince of Wales checks, as well as four shantung and tweed type articles: shrinkproof and crease-resistant, colour-woven Prisca shantung (nylon/staple-fibre), a tweed type pick and pick with multicoloured knots, Vulcana, and a shantung type in nylon, staple-fibre and linen with two-toned effect, Sarena, and a heavier Sarena for between-season two-piece outfits and coats.

For blouses, let us mention combined terylene filament and terylene yarn fabrics and, finally, the well-known qualities in a mixture of wool and terylene. These are plain, pick and pick or colour-woven fabrics, some with knots and shantung styled, all crease-resistant and suitable for permanent pleating.

## Mettler & Co. Ltd., St. Gall

The 1962 summer collection is a very big one with a large variety of designs and hues. In the plain fabrics, one novelty is an almost crease-resistant georgette crêpe with excellent draping qualities, for smart lingerie; for blouses and dresses, Petrosa gabardine answers



the present demand for diagonal fabrics, as well as Sabra and Flanic, two fabrics with a very solky handle. All are in pure cotton or with a slight addition of synthetic fibre; Gazelle, a 67 % diolene and 33 % cotton, dyed in shantung colours, is admirably suited to the making of blouses and shirtwaist dresses and can be permanently pleated. In staple-fibre, first of all there are two imitations of heavy shantung: Vendôme and Trianon, both almost crease-resistant; then Champion, a linen-type fabric available plain and now in two tones, for separates. In the fancy and jacquard fabrics, the structured effects have given way to softer, better draping articles. Most of the designs are self-toned, camaieu type; this group includes new embroidery style designs; a « Helanca » and cotton satin, elastic in the width and standing up to sea-water and chlorinated pool water for swimsuits, and « Helanca » fabrics elastic in the length for women's slacks. Copacabana has coloured stripes on an open-work ground; Rayella and Ryora are mercerised fabrics, creasing little, with stripes on satin and cotton taffeta for dresses and blouses. Boutique is a half-linen jacquard, for skirts, sports dresses and slacks; Corrida, a light jacquard for teenagers' dresses and skirts. Farandole has embroidery-type motifs on a silk warp for blouses and smart dresses. In the prints, the pastel shades are luminous: pink, mauve, apricot, banana, beige, lavender, peppermint, etc.; there is a brighter range of reds and greens as well as navy blue, browns and other classical shades. A tremendous variety of designs, many Persian motifs, and tie designs, etc. The new printing processes « Devina », which gives extraordinary marbled effects, and « Star », with an extremely three-dimensional effect for artists drawings or the reproduction in colour of groups of real objects, permit sensational results. Finally, let us mention several other articles: Arizona Denim, a soft drill printed with far-western motifs for jeans, teenagers' skirts and outfits, Mahaly-silk, a pure silk in 58 designs, Mandorlia, a genuine warp print on pure cotton for cocktail dresses, Olyvia, a double-twist poplin in classical designs, Toccata, an imitation shantung cotton and the cotton poplin Vineta with very exclusive screen-printed designs.

### **Silk Mills Naef Brothers Ltd., Zurich**

In pure silk prints, this firm presents a very fine collection of its already well-known qualities: Hironnelle, Madras and Gonda. It also has a very large collection of prints on other fabrics too with big designs as well as edgings specially designed for the manufacture of blouses; in this style, the prevailing and most popular colours are red and yellow. The firm having recently included rayon in its manufacturing programme, there is also a small collection of prints on Topaz, a Bemberg quality somewhat similar to natural silk. Among the plain fabrics, which are also plentiful for the summer of 1962, we noticed a lovely Rhodia twill; the popularity of this fabric, which resembles natural silk, is easily understood. Tussella is a shantung-type rayon fabric which is also in great demand.

The jacquard collection also includes a number of original new sheer fabrics.

To close, let us mention the highlight of the season, Shetty, which is a top-quality staple-fibre, as elegant and distinguished as an haute couture fabric. This crease-resistant and airy fabric, which is available plain, in mixed shades, as well as printed, is ideal for spring and autumn and admirably suited to many uses: coats, skirts, tailor-mades, etc.

### **« Nelo », J. G. Nef & Co. Ltd., Herisau**

As usual, the majority of the printed dress fabrics are in highly finished cottons, in a very wide range of designs and colours. The main qualities are satin, twill, shantung, crêpe and batiste. This firm has also recently gone in for the production of a rich selection of very elegant designs on pure silk.

« Nelo » embroideries are always represented by a very full range. Particular mention should be made of the blouse fronts as well as a novelty, fine dralon embroidered batiste for blouses; this line has already met with great success.

In the collection of plain fabrics, let us mention in particular the new Camping line, in 60 % Helanca and 40 % cotton, for women's slacks. The very rich collection of fancy fabrics contains a large number of pleated novelties. The fancy designs on an imitation shantung ground similar to silk are particularly charming, as also the « Fantasia » designs on a crêpe ground and the imitation jacquards on fine batiste.

### **« Reco », Reichenbach & Co., St. Gall**

The 1962 summer collection is extremely rich and varied, and we shall limit ourselves to the essential features. There is first of all a very rich selection of fancy voiles, Recovoile, with brocaded and clipcord effects giving very original flecked designs. There are clusters and bouquets of flowers, geometrical motifs, sometimes in shaded colours. This is a special series created for oriental saris. The same type of design is found in fancy blouse and dress batistes, with woven and clipcord effects, geometrical motifs, satin bands, striped effects, lines in gauze weave, etc. As throughout the collection, the colours here are modern, aquarelle shades, such as apricot, lavender, turquoise, light olive, lemon, beige, etc., each article being made in a score or so of shades. These fabrics all have the famous minicare finish. The sanded cotton dress fabrics, « Recosable », have the same effects and are in the same light colours. Among the Jacquard fabrics, there is a fancy percale with clipcord motifs in contrasting or monochrome shades as well as a series with a black weft. All these articles are in pure cotton with a crush-resistant finish. Let us also mention the « Ballerina » line, a cotton with about 10 % silk in a jacquard weave for dresses and two-piece outfits, and the interesting, crease-resistant « Reco-flora » fabric, a 100 % cotton for dresses and blouses, woven on a satin-stitch 100 m. This is a very lovely fabric with separate motifs arranged in line or in strips of ornamental floral motifs in shaded colours. The prints include a 100 % cotton lingerie batiste in all the classical motifs of this type, flowers, bouquets, embroidery-type prints and polka dots, all in bright lingerie shades; let us also mention the 100 % cotton minicare batiste polka dot print for dresses and blouses. In the screen prints, there are Recoseta, a silk shantung, and Recoluxe, a silk voile with a predominance of geometric designs in the latest shades. Finally, among the embroideries, a crease-resistant, pure staple-fibre, linen-type embroidery, « Fibralin », and a pure cotton honan style for dresses and blouses, « Honana », a reps piqué and an embroidered sateen, both in pure cotton, and « Primella », 90 % cotton and 10 % natural silk, as well as pure cotton edgings decorated with light motifs for blouses. « Resupra » is a crease-resistant, pure cotton poplin for blouses and dresses, with various types of embroidery in light colours, while 100 % cotton minicare batiste is used to make allovers of embroidery, perforated embroidery and chemical embroidery, for blouses, in white and in colour, as well as blouse fronts, edgings and strips of embroidery for blouson tops and allovers with floral embroideries, some with an edge for the hems of dresses. This is one of the highlights of the collection.

### **Robt. Schwarzenbach & Co., Thalwil**

We shall mention only the most striking features of this firm's very large collection for the summer of 1962. Among the plain fabrics, there was a yarn-dyed, pure silk shantung, with satin and diagonal weaves, for dresses. These fabrics are available in a number of bright, modern colours, as well as in the traditional shades. A pure silk, linen-type douppion is ideal for two-piece outfits and tailor-mades and even men's summer suits. « Cocolin » is a crease-resistant, pure *douppionné* linen-type staple-fibre in fresh colours such as beige, pink, peppermint green, etc. as well as navy blue and the classical dark shades. At Schwarzenbach's—as elsewhere—crêpe is enjoying a comeback, here with a frothy crêpe, which is a big success in a very wide range of light and soft colours. The same quality is also available in a crease-resistant rayon, under the name of « Amoroso » crêpe. An attractive new fabric is a cloqué jacquard made of pure silk as well as rayon; in the latter, there are some fifty different designs ranging from irregular effects, suggesting flames, produced by using fancy yarns, to foliage, scrolls, palm leaves, etc. This line exists in both pastel and dark shades. « Musette » is a light, pure silk *douppionné* jacquard with brocaded designs in silvery yarns on light grounds in a very wide range of big and small designs: geometrical patterns, strips of foliage forming horizontal and vertical stripes as well as checks. Another outstanding article is a blend of cotton and rayon with bouclé yarn effects. The mixture of colours and the small knobs on the fabric result in various mottled and pebble effects giving the appearance of tweed. This fabric is ideally suited therefore to the manufacture of rather sporting tailored suits, two-piece outfits and dress-and-coat outfits. « Pepina » is an acetate and rayon jacquard fabric for cocktail dresses, in a wide range of very different designs extending from big motifs to filigree effects, in bright pastel shades such as pink and lemon, not to mention beiges. « Cotoège » is a *douppionné*-type cotton and staple-fibre fabric, in stripes and checks. In the prints, which are all on pure silk at Schwarzenbach's, we noticed among the most recent articles a very light silk gauze with a spaced check effect in gold lamé, printed in bright, very fashionable shades. On surah, there is a very large series of floral designs with big repeats in the new shades, apricot, red, turquoise, as well as in mixed hues, almost



always in allover designs. «Minou» is a taffeta with encircled designs, in various shades of the same colour—semi-geometric designs, that is to say geometric repetitions of florally inspired motifs on pastel grounds and designs imitating a very coarse weave, always treated in the camaieu style in bright shades. Finally the «Belami» taffeta is available in a number of small designs with geometric repetitions, like the designs on ties, very tight clusters of little triangles, coffee beans, etc., not to mention the ever popular polka dots. The shades tend to the muted without contrasts, and there are some dark but luminous stained glass hues.

### **Jacob Rohner Ltd., Rebstein**

For summer 1962, Rohner presents a very varied collection, especially of fabrics for blouses and outerwear. Among the embroideries for blouses, the most prevalent are coloured on a white or coloured ground. In addition to the traditional allovers and blouse fronts (almost all on batiste), the latest collection includes a particularly large number of designs for jumper-blouses, for wear outside the skirt; these edgings are used either round the bottom of the blouse or level with the shoulders on blouses that button up at the back. Cotton satin is well to the fore among the embroideries for blouses, as well as plain and fancy batiste. Attention should also be called to the embroideries done on batiste allovers with a white warp and a black weft. Among the novelties, let us also mention the organdies with frothy Helanca embroidery or «brick» type embroidery. The most popular shades are white, maroon, tan, navy blue, pink, sky blue, apple green, mauve, black and original new combinations such as white on grey and red on grey. Apart from the traditional lines of dress fabrics, such as poplin, imitation linen, and satin, there are a number of new cotton fabrics: «Angie», «Tacsancar» and «Tacsanleno». In this field, the embroideries are generally self-toned in several colours. Naturally the firm also shows several novelties in the way of bands and insertions, braids, frou-frous and pleated strips. Here too, coloured embroidery on a white ground prevails, alongside the traditional strips whether self-toned, white or coloured. It is worth while mentioning that most of these articles are available from stock.

### **Union Ltd., St. Gall**

It is difficult to describe a collection consisting exclusively of embroideries, especially as the majority are classical lines using traditional motifs: flowers, foliage, geometrical designs, etc., on equally traditional fabrics such as batiste, cambric, satin and organdie. Then again, for reasons of exclusiveness and in order to forestall attempts to copy, the latest creations are not shown until their appearance in the haute couture collections. Nevertheless, at Union's, we saw a very large number of attractive novelties. In the minicare cambric blouse fronts, the embroidery is always very fine, often with scalloped edges, in every imaginable combination of white and colour, such as navy blue, bright pink, green, brown, etc. There were a great number of edgings and strips embroidery along the middle of the fabric for jumper-blouses; in this style, we saw some perforated embroidery looking exactly like chemical embroidery, but forming part of the fabric on which it is to be used, so as to avoid any need to appliqué it! There were also a great many coloured allover embroideries on minicare cambric, minicare batiste and crease-resistant poplin, as well as very wide, often scalloped edgings, for blouses and dresses, also in piqué, in brown, ash blue, pink, apricot, almond green, etc. Among the cambric allovers, there were some embroideries in alternating bands done by different techniques, for cutting out and combining in various ways, in insertions, appliqué work, etc. In the traditional organdies, we find the same designs embroidered on cotton and silk, to satisfy the demands of different markets. In this style, there was a whole series of foliage designs, at very reasonable prices considering their excellent finish, in white and colour. There was a wide choice too of silk or nylon organdie, especially with re-embroidered motifs. In this connection, we should like to point out that in embroidery the floral motif is far from having had its day, since in addition to the many stylised patterns, we find very large designs with realistic coloured flowers and countless variations in re-embroidered appliqué work, etc. Finally let us just mention that this collection contains a very fine series of chemical embroidery braids of exceptionnally fine quality.

### **Stünzi Sons, Ltd., Horgen**

This firm has always specialised mainly in plain fabrics, in addition to figured jacquard dress fabrics; it also possesses many years' experience in the weaving of tie silks, in both natural silk and synthetic fibres. In order to meet the latest fashion trends, which favour softer, plain fabrics, Stünzi has launched a new range of fabrics ideally suited to the new style. These plain fabrics, on which it expects a very heavy run, are presented in a small collection under the name of Suelto, for day and afternoon dresses. They resemble light woollens except that they are slightly shiny, or they have a silky look when made of mixed fibres. For the evening, the firm continues to produce an important article, the «Catalina» duchesse satin, in a very wide range of colours. This quality is also available in white, for evening dresses and bridal gowns. We have mentioned only the main lines, but the collection naturally includes a large number of other fabrics of various kinds. The main qualities, inspired by the haute couture department of the French subsidiary, are held in stock in considerable quantities.

### **«Woco», Winzeler, Ott & Co. Ltd., Weinfelden**

Two main features mark the summer 1962 collection: the use of high quality raw materials and highly developed finishing processes and a youthful sporting note in the designs and colours. The plain fabrics include several medium-weight and heavy qualities for men's and women's sports and leisure wear, most of them in wash and wear finish and even in an IROperm washable, no-iron finish.

Still in the plain fabrics, there were some new, lighter articles, such as an IROperm batiste as well as permanently pleated fabrics with striking new effects.

Among the colour-woven fabrics, there is a continuation of the already popular striped gabardine, but with new designs, and a satin quality in a 140 cm. width with very bold stripes.

The «Woco-Atelier» range of prints include some beautiful hand-printed designs with very large repeats: fine butterflies on a batik ground, carpet motifs, Italian, French and Persian edgings, fur designs, as well as a speciality of the firm—edgings in 125 cm. widths for dresses—whose great success with the ready-to-wear industry is due largely to its great convenience; as base fabrics for these articles we find an orlon batiste, an IROperm cotton batiste, a cotton shantung and a very silky cotton twill. The firm naturally continues to stock its popular lines such as printed pleated fabrics and designs for skirts on poplin in 140 cm. widths.

### **«Zurrer», Weisbrod-Zurrer Sons, Hausen Ltd.**

For the spring/summer 1962, let us first of all mention the pure silk qualities, in particular the crêpe-chiffon-mousseline, stocked in over 80 colours. This article has a fine crêpe look and is less transparent than the very light chiffon qualities. Attention should be called to new fashionable colours in the silk cloth range, Regina shantung for tailormades, Casablanca and Catania shantungs; Capri shantung is an ideal fabric for light shirtwaist-type summer dresses. Let us also mention, while we are on the subject of pure silks, the lightweight and medium-weight yarn-dyed shantung tweeds.

Among the synthetic fabrics, we noted Perlaska, a new terylene shantung, plain or with fine woven stripes. This wash and wear fabric, which is silky and drapes well, is ideal for permanent pleating. Then there is the Perlaska blouse fabric with fine satin stripes and Perlaska dress fabric for modern summer dresses, slacks and sports outfits. In the same fibre, let us also call attention to a satin and a number of twills as well as some lovely jacquard fabrics for cocktail and afternoon dresses. Mention must also be made of the famous Pratica fabrics for blouses and men's shirts.

The Lascara range, a crease-resistant, staple-fibre fabric, has been further widened. There are two new plain fabrics, Amazonas and Nanking, and a novelty crêpe, Matador, with a soft drape, which is ideal for dresses. Among the fibre-dyed Lascaras, there are lovely pick and picks, tweeds for dresses and two-piece outfits, as well as heavier weights, also tweed styled for coats.

Finally, let us mention Bonita crêpe, a medium-weight, crease-resistant article, and Bangkok crêpe as well as some very lovely St. Gall embroideries on Lascara.



To our readers

# Questionnaire

« Textiles Suisses » comes out 4 times a year, in 4 separate editions (English, French, German and Spanish); this periodical is published in collaboration with the various textile trade organizations and keeps readers informed of everything that is being done in Switzerland in the field of textiles, clothing and fashions.

Only those who have taken out a subscription receive every number. Nevertheless, from time to time, but not regularly, we send copies to people likely to be interested in the subjects dealt with.

Always on the lookout for ways of improving the presentation, contents and circulation of « Textiles Suisses », we have decided to invite readers to give us any suggestions, ideas or advice they consider would enable us to raise the standard and increase the effectiveness of our periodical:

- ① Do you wish to take out a subscription to « Textiles Suisses » and receive every number regularly as it comes out?
- ② Can you give us any names and addresses of persons likely to be interested in « Textiles Suisses »?
- ③ Have you any proposals to make concerning specific branches of the textile industry or any subjects you would like us to deal with?
- ④ Have you any observations to make with regard to the presentation of our periodical?

To be returned in a stamped envelope to the address mentioned on the back.

Your replies

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