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# New Fabrics

## Present Trends

### Silks

Extremes meet! This saying could serve as a motto for the 1964/65 collections of silks, for not only in the colours but also in the structures, the latest trends are definitely opposite. Thus, for instance, we find fabrics with a marked sporting structure and absolutely smooth, almost lacquered materials, with glints of mother of pearl or a metallic sheen.

Cloqué has definitely come to stay; in addition, there are many matelassés and mixed fabrics in every imaginable variation.

Among the colours, we were particularly struck by a pink verging on violet and a purple. Very cold tones, whose intensity on silk gives a very smart and even almost extravagant effect. In addition, much duck egg blue as well as bottle green and emerald. By way of contrast, numerous warm browns and a great variety of gilt tones, covering a wide range from light mustard to egg-shell. Colour combinations are rare, plain fabrics triumph! Among the designs, there are small Persian and paisley motifs.

To sum up: a very interesting collection of silks for 1964/65!

### Cottons and Embroideries

While cotton fabrics have been pushed slightly into the background, they have nevertheless held their own wherever it has been impossible to do without their excellent qualities: for ski and after-ski fashions for example! The pure cotton poplins that have for many years now been so popular for anoraks come in attractive rustic motifs or tasteful ornamental designs resembling black and white lithographs in perfect keeping with the new «graphic» line.

Colour-woven, reversible Jacquard fabrics for children's anoraks, have contrasting designs that stand out well against the snow. For men's sports shirts, there are half-wool flannel fabrics, with a soft handle; in these qualities, there are checks in beautifully matched tones and more lively classical tartans, reproduced on a very small scale. The novelties include fabrics with fine black stripes on a coloured ground, to go with the plain fabrics in the same shade. For women, lovely filmy double-twist voile fabrics for blouses, with designs printed on a dark ground; for after-ski fashions, they are made in bold combinations of colours, matching the stretch pants.

After having won a place for itself last summer in leisure fashions, embroidery is now found too in smart after-ski wear, in particular in the form of embroidered edgings in numerous bright colours. The heavy satins for blouses in the latest fashionable colours (in certain collections the darker shades) are embroidered either in black or self-toned, according to the latest trend. This is true too of the blouse fronts and the blouses with allover embroidery buttoning up the back. As a change from floral motifs, there are more and more geometric designs, which remove a little of the romanticism from embroideries and make them more suitable for sporting purposes.

In the embroideries for the evening, floral motifs continue to prevail. In this field, there are many self-toned styles, often in rich colours like strong reds, a deep yellow, turquoise and blue; the pastel shades are therefore losing a little of their supremacy. The ground fabrics are of very different kinds: in addition to tulle and linen-type fabrics, there are more and more mixed and synthetic fabrics. We also see a great many high luxury creations in velvet embroidered with «Lurex» or gold threads. For the winter 1964/65, heavy guipures will once again represent the cream of St. Gall embroidery; they come in a very wide selection and push the cut-out embroideries into the background. In addition to the rich motifs for dresses for big gala occasions, there are also many guipure designs specially created for blouses.

## Descriptions of the Collections

### Bégé Ltd., Zurich

In this firm's winter collection for next year, we saw a great many mixed silk and synthetic fabrics with «Crylor» cloqué effects and «Lurex» effects. For the most part they are very lovely, dressy articles of a distinguished type, which in spite of the use of metallic threads — now more discrete, it must be said — are softer and lighter than before. Let us mention in particular Romance, Le Ritz in black and rich colours, Gala and, in the mixed wool qualities, Lasserre, a fabric in relief with cellophane, in a very lovely combination of quieter colours: scarab green, claret, etc. with black. Similarly, Bégé Championne, without «Lurex» comes in small regular houndstooth or mosaic designs, for example, and is just the thing for the not so

slim. Belextrême, without any shiny effects, is a wool and viscose fabric; Maxim is a satin type cloqué; Azur, a non-cloqué Jacquard satin with big repeats of classical designs of bouquets of flowers, foliage, etc., while Capricine is an article of the same type, but with «Lurex» effects. Baccarat, on the other hand, a very light wool, silk and cellophane article, offers less striking contrasts. Finally, Rose Noire is a very light cloqué in dark colours or all black or black with one or two colours. In the more youthful type of article, we noticed Drap d'Or, a satin reps in lighter colours than all the previous articles, in both classical and modern designs; Happy Dream, with «Lurex», in big designs, and Amalfi, for after-ski jackets and trousers with small Jacquard flower-spray type motifs in bright shades on a dark ground, are both very attractive, wearable articles.

Among the prints, we were particularly struck by a very lovely Rhodia duchesse satin. Charme, in wintry tones, is another very lovely article presenting as a novelty uncontrasted designs in tones shaded gradually from one edge of the fabric to the other, with scattered clusters of splashes of a contrasting light colour. Savoy, a wool and silk fabric has the same type of design.

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

For the coming winter, this firm presents a number of beautifully finished edgings for blouses buttoning up the front or at the back, in a wide range of fine naturalist or stylized floral designs and geometric motifs. Many of these edgings, depending on the design, can be used for the manufacture of lovely dresses and also, depending on the quality of the ground, for vaporous nightgowns, pyjamas, etc.

In the collections of embroidered allover with their very varied designs, there are, in addition to the motifs with small repeats, many attractive embroidered stripes of various kinds. The big designs in this series will also certainly be of interest to makers of cocktail dresses and bridal gowns.

The wide range of qualities of ground gives makers-up great scope for variation. In addition to the cotton warp satin Tissetta, and « Minicare » batiste, the collection includes a very smart poplin in twist yarns, with a silky finish, called Versailles; the « Minicare » quality, Shanora, with a black weft, always meets with an enthusiastic reception, thanks to the wite embroidery which stands out very well on the grey ground and the very interesting colour effects obtained by dyeing. For lingerie, the beautiful « Helanca » batiste, decorated with vaporous embroidery, is a must. Above all, in the range of synthetics, the firm presents the « Sedusa Schappe Quality » pure « Terylene » line put on the market in co-operation with a group of three other well-known St. Gall firms. In this article both the ground and the embroidery are made entirely of « Terylene » and this combination meets the user's every wish in regard to qualities of wear and washability; it should not be omitted from any collection, especially as sales will be backed by a big advertising campaign. The name and quality are legally protected.

### « FISBA », Christian Fischbacher Co., St. Gall

Among the novelties presented by this firm for the winter 1964/65, we were particularly struck, in the prints, by the rayon crêpe Bettina with allover designs, the pure cotton twills Désirée and Camala as well as the pure cotton Roxana. For dresses there are also new designs in the already popular Rivoli line.

In the prints we also saw a very wide selection of articles for lingerie, in particular a kind of light crêpe in pure cotton. There are a great many designs: big motifs in pastel shades, clusters of flowers, very stylised paisley designs, a very pretty pattern with all sorts of garden flowers juxtaposed, in very soft pastel shades, white pigment prints, alternating with floral designs, classical checks, overcheck designs, one amusing pattern resembling a harlequin's costume, stripes in scrolls in a white print alternating with geometric clusters of flowers, white pigment splashes outlining designs left in the ground tone of the fabric, alternating with coloured floral prints, polka dots in every conceivable variation, etc.

Among the plain fabrics, let us mention in particular Party, a very fluid light, shiny acetate and nylon fabric, ideally suited for cocktail wear and available in a wide range of classical colours and pastel shades. Prisca, 2/3 cotton and 1/3 viscose, is a fabric with a light, porous gauze weave available in a lovely range of autumnal colours: olive green, brown, cognac, beige, etc., in the darker shades, as well as a beautiful range of tones from yellow to green and a series of red, pink, orange and lilac tones, etc. And, finally, Amalfi, a twill-type silk and wool fabric in the rather softer shades.

### Gugelmann & Co. Ltd., Langenthal

The growing popularity of leisure wear has influenced the whole winter 1964/65 collection, which offers fabrics that are pleasant to wear and easy to look after in gaily coloured modern designs. Aggalux is a light, 90 cm. wide pure cotton fabric resembling wool and ideal for leisure shirts and blouses; it is made in very fine checks and tartans, mainly in red and black, and in blue, green and black. Verbier is a cotton fabric with a mohair type effect in very discrete designs sometimes giving the appearance of plain fabrics. Cervin is a 90 cm. wide pure cotton fabric, with a new look due to its little burls and

granite effects. Milano, specially created for export, is a fine cotton fabric with a silken handle in light pastel shades for elegant leisure shirts. For the town shirt the choice is between the cotton poplins Astor and Royal, in classical stripes. Reggana is a famous half-wool flannel with classical tartan designs; it also comes in 70 plain and mixed plain shades; this 92 cm. wide fabric with a soft touch, sanfor, is also suitable for both children's fashions and men's dressing gowns, not to mention women's blouses. Dolly is a pure cotton reversible fabric, in a Jacquard weave, with bold and contrasting designs in two colours: Norwegian and Provençal motifs, stylised flowers, etc., extremely popular for women's anoraks, after-ski skirts and pants; in America, it is also used for making casual sports jackets for men; with amusing designs of animals it is ideal for children's anoraks. Ingrid and Topsy are lighter variants of the previous article. Terylene GG is a 55 % Terylene and 45 % wool fabric, in two different types: a colour-woven series of tartans, fine checks, overchecks, etc. and a large assortment of about 40 very fashionable plain colours. The outstanding feature of this fabric is the fineness of its handle and its colours; several grey grounds are suitable for more sedate models but the line also includes many amusing designs for children's fashions. Terylene GG is made in 150 cm. widths. Treccara is a new mixed fabric in 70 % Trevira and 30 % staple fibre specially designed for the manufacture of skirts for women and small girls. It is available in a very large number of tartans in many variations of colour. Dressy, a 90 cm. wide pure cotton fabric, can be used for a wide variety of articles from a kitchen apron to a smart jacket. The most popular of its many designs are the checks and stripes in navy blue and white, black and white, and red and blue.

### « H.G.C. », H. Gut & Co. Ltd., Zurich

In its collection for next winter, this firm showed yarn-dyed Jacquard figured fabrics on a black warp and on a white warp, and imitation guipure figured fabrics in mixed silk, in all the classical colours, for cocktail and evening fashions. Favorita is a yarn-dyed cloqué available either on a black or on a coloured warp; it is a very inexpensive article. There are also figured articles in crystal, all on a black warp, a Crylor crystal cloqué whose surface gives the impression of large waves. In order to meet the demand for light fabrics with metallic effects, the firm has produced Romantica with coloured Chromflex, and Bengali with sparkling nylon. With their excellent draping qualities, these fabrics are ideally suited for soft effects. Leda is a dressy tweed answering the big demand for this fabric. Satin Élégant is in acetate, Crêpe Lady in acetate with crystal effects; Signora, the same type of fabric in a heavier quality; Montana is a fancy ottoman with crystal effects, Bingo also has crystal effects while, under the light, Mylady, a fabric with luminous shot effects, assumes a very attractive golden tinge. A plain crêpe in acetate and viscose, a crease-resistant quality, is available in a very wide range of colours. As for the acetate duchesse satins, there are several in various weights and even some with shantung effects, as well as reversible articles, with the reverse side in another colour.

Finally, an article whose popularity is increasing rapidly, polyester mousseline for blouses, which comes in pretty pastel shades.

### Heer & Co. Ltd., Thalwil

This firm's collection for next winter continues to feature certain well-known and well-established qualities such as Drapline, Bellezza, Crêpe Derby and Lumière Brisée, as well as a number of new articles, so that it offers something for every taste. All the colours are in keeping with the latest fashion trends and offer a wealth and variety never before equalled. A striking feature of the collection is the increased emphasis on the direction of the fabric, either in the length or the width, by the formation of ribs as in the failles, by structural effects, or by colour. These effects are found again in fabrics of all compositions for both dressy and sporting styles. In keeping with the latest fashion trends, the fabrics for afternoon dresses are now made in more striking colours. The collection for coats and two-piece outfits is entirely in the tweed type, both plain and multicoloured. These fabrics and their combinations of colours have been selected in a youthful range making them suitable for after-ski clothes. For ski and after-ski fashions, certain fabrics are elasticized in the weft or warp or even in both directions. Although, from their appearance, these articles are intended mainly for after-ski fashions, their elasticity also makes them ideal for sport.

For the afternoon, there is a series of articles in wool, rayon and crêpe such as Gobi, Miami, Islana, Sarana and Marana; all contain wool. The colours are fresh and vivid, and certain articles are enriched with crystal effects. The highlight of the collection is an assortment of fabrics for cocktail and evening dresses. The favourites are Crêpe

Derby and Lumière Brisée, which are made in a very wide range of colours. In the series of crêpes, let us call particular attention to Jennifer, a light crêpe with small wave effects, in iridescent colours, Crêpe Crystal, Cleopatra and Ottoman Crystal. Calipso is a soft, beautifully draping crystal fabric, ideal for all types of dresses.

In the failles and ottomans, which are always in great demand, let us mention three qualities of faille completely in keeping with the present fashion and ideally suited to cocktail dresses and evening coats. The Faille Royal quality, whose ribbed structure is like that of an ottoman, has a soft handle and is practically crease-resistant. In addition to the classical duchesse, let us mention two other articles with satin effects, one in checks: Pollux, and the other in stripes: Castor — the latter with a more youthful look — ideally suited to cocktail and theatre dresses.

Finally let us also mention the wool/Terylene collection (55/45 %), which, in addition to the plain qualities ideal for skirts, dresses and two-piece outfits, also comes in a wide range of checks and stripes. This article exists in a hundred different varieties in regard to designs or colours. In addition to the classical checks for pleated skirts, this season's collection includes smaller designs, some of them blurred, in combinations of fashionable colours, particularly well suited for dresses and two-piece outfits.

### **Mechanische Seidenstoffweberei Ltd., Winterthur**

This firm has specialized in the production of top quality plain fabrics, some of which we present to our readers here. First of all, a Rhodia duchesse satin made in about 80 colours; Sarlaine, in silk and wool, also in a large number of colours; Madrigal, a silk and acetate tweed; Caprice, an acetate and nylon tweed-type fabric; Parme, in rayon and staple fibre; Paola, an acetate and wool flammé fabric and Aventure, an acetate and staple fibre flammé fabric with a softer design. Cri-Cri and Erica, the former in wool and acetate, and the second in nylon with a shiny effect, are also available in black, as also Espana. Manuella is a tweed-type fabric with a caviar design in acetate and staple fibre; Mylord and Bettina are similar articles, and Jungle is a black fabric with shiny stripes in «Lurex», while Saigon possesses iridescent cellophane effects. Amico is a rayon crêpe, available in a wide range of dark and light colours, as also Corona, a slightly heavier article, and Tropica, a similar type but porous, while Brilliant, a rayon and acetate fabric with crystal effects, is available in very lovely wintry colours and Gourmet, a pure silk matelassé with small designs, is available only in black or white. In the pure silks, a moiré, Gloria, a diagonal shantung, Shantuna; Favorit is a pure silk shantung, Fortuna a doupion serge, Riviera a satin crêpe, Derby a crêpe and Elite another kind of crêpe, all in pure silk.

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

The outstanding features of this firm's new collection of prints for next winter are originality and a very personal style. While the emphasis was at one time placed on smart cocktail wear, it has now been switched to the young and sporting «boutique» trend. The prevailing note is the so-called tunic line. In this style the firm presents a series of over 20 printed designs, which continue particularly well the carefully registered printed designs. Most of the designs have been printed on woollen fabrics 150 cm. wide, with an original edging ideal for various trimmings. Lengthwise, the pattern is repeated every 75 cm. so that two repeats make a dress. This means that 1½ metres is quite enough for making a dress with sleeves, up to size 44, which largely offsets the rather high cost per metre. In regard to designs, this collection opens up many new horizons — fantasy is given free rein. Rich ornamental motifs, some taken from old Persian or Anatolian prayer mats, are surrounded by big plain surfaces, paisley type ornaments stand out on quiet grounds. The colours are very rich and varied: many classical autumnal tones and very daring wintry pastel shades. On the Bambari quality, a 150 cm. wide woollen fabric, we find sixteen «Tunica Prints», all with a marked rustic character. They will be used mainly for the youthful «boutique» style. A woollen «étamine» bears the African name of Batanga. On this quality, a series of six «Tunica Prints», in 90 cm. widths this time, with a repeat 115 to 120 cm. long, represents the sporting style. African motifs, inspired by negro bandannas as well as batiks give an exotic note to this series. Allover motifs, especially in tweed and paisley designs, represent the classical line. Some designs are printed in combinations making use of the wintry pastel shades launched at the latest Paris showings. This group is particularly suitable for the manufacture of winter blouses.

Baliana is a wool mousseline 90 cm. wide in typically classical designs. This style consists mainly of the smaller motifs, partly in the tie style, partly reminiscent of tweeds. On the same quality, there are a number of rustic floral designs as well as a series of checks in very daring colours.

### **«Lanella», A. & R. Moos Limited, Weisslingen**

This firm, which is numbered among the leading colour weaving firms in Switzerland, produces the well-known half-wool flannel «Lanella» (Regt. Trade Mark), whose sales have increased steadily during the past few years on all foreign markets. This soft and woolly fabric combining the qualities of wool and cotton — the fibres of which it is composed — comes in all sorts of designs; it is used for making women's blouses and children's dresses, leisure shirts, pyjamas and dressing gowns as well as warm linings for coats and raincoats. The collection contains a large assortment of tartans and fashionable checks, as well as a rich range of plain fabrics extending from the most delicate pastel shades to anthracite. There is also an interesting selection of printed designs specially for blouses, leisure shirts and dressing gowns. Apart from this article, the collection contains very fashionable fabrics for pyjamas in a large number of tasteful designs in three different qualities.

The firm also produces two qualities of colour-woven poplin for shirts, which require absolutely no ironing and will certainly help the coloured poplin shirt regain its traditional place.

The range is completed by a selection of plain, yarn-dyed, easy-care articles for leisure shirts, in particular a medium-weight oxford, requiring no ironing, as well as a very fine quality of twill, for shirts for wear all the year round.

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

This firm's creators have set the seal of wealth and variety on the winter 1964/65 collection. In the Jacquards, there are many extremely elegant fabrics, often with iridescent and mother of pearl effects in bright and attractive colours, such as Charme, Cheverny, Mirage with stripes in the weft, Réveillon and Glamour, which are all mixtures with silk, nylon, etc. In the Jacquards with ciré effects, which are all the rage today, we find Ramona, Sabina and Trianon. Some cloqués with Chromflex are very light and becoming, such as Starlet, which is very soft and light and drapes well, Epi Noir, Suprême, Oréala, woven in two layers, and self-toned cloqués with big, sometimes very simple designs: Marisa, Carla and Sélection. There are also printed cloqués for evening and cocktail dresses on a black ground with striking designs, generally floral in inspiration with or without ciré effects, such as Susana, in white or black with metallised and coloured Jacquard effects, Gala, Caprice, etc.

The plain fabrics include a great many with crystal effects, such as an ottoman for smart evening coats, a lighter ottoman for two-piece outfits, a satin for evening dresses, a shantung for afternoon dresses, etc. Discretion is a Moussbryl and cellophane fabric, of a dressy character, for suits and coats in the softer tones. Special mention must be made of Leila, a warm, soft and light woollen fabric with a very slight crystal effect, the Jacquard motif forming a ribbed effect like hachures going in all directions. It is a rich, quiet, fabric that cannot fail to delight the hearts of all smart women. The already well-known qualities of Admira and Stella, the latter also embroidered now, continue their successful careers. Let us also mention Plicorec, a lamé in pastel shades with gathered effects between the smooth bands; it is also available in darker tones on a black warp.

In the prints, mention should be made above all of the prints on a Jacquard ground, with or without lamé, in wool and silk, in very lovely colours.

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

For next winter, it is once again embroideries on cotton satin that take pride of place. Among the novelties, we saw embroidered fabrics with guipure insertions in bands, cut-out rosettes and bands with a free scalloped edge. The more sporting styles include woollen embroideries in colours and in black on a white ground, rather than coloured on colour, with applications. In the embroidered edgings for blouses worn over the skirt, we saw several shaded embroideries, some ending at the edge in a metal fringe or with other similar effects. A new light wool and silk fabric, «Syntesa» with a woollen handle, is embroidered in colour on a ground of the same colour with a shot effect.

For after-ski fashions, coloured velvet embroideries on a ground of the same shade are trimmed with fringes.

Among the rich embroideries for the evening, let us mention a heavy woollen guipure in plain shades.

In addition to these novelties, the firm continues to stock a classical assortment of embroideries on cotton satin, continually enriched with new designs.

Among the new winter colours, we were especially struck by the shades of gold, beige, olive, cyclamen, bottle green, etc.

## Riba Silks Ltd., Zurich

For ready-to-wear collections as well as for sale by the yard, this firm presents a whole range of novelties for next winter. Let us mention in particular Favorita, a rayon and acetate afternoon fabric with sparkling nylon effects and lovely draping qualities, in bright wintry shades and pastel colours; Ribastyl, in a dark range of colours, in wool and acetate with a little crystal; Ribasoir, a crêpe with a slight crystal effect, in smart colours; Flirt, an acetate shantung with attractive glints in the warp; Fiamma, a plain Rhodia shantung, which can be combined with the same article, 150 cm. wide, in checks or in the shaded off panel style. Rayon or acetate fabrics with wool and crystal effects are strongly represented in the collection. In the matching type of fabrics, let us also mention a new, very rich winter tweed, in lovely warm colours, one version of which has an attractive check pattern.

Ribanit, the rayon and «Lurex» jersey that is so popular, is continued in five different qualities, one with wool, another — Ribanit extra — with the «Lurex» effect on the surface, the others in the form of prints, etc. While this article is a firmly established favourite, great success can be predicted for Fangora, a new pure wool and angora fabric for dresses, hand-painted in a very soft style in pastel shades. A line with a silk warp and a wool weft, with printed designs in quiet but smart tones, is presented under the name of Faseta, while Falana is a 100% worsted with prints of the same kind as the previous article. Fabienna is a staple fibre fabric with «Lurex», woven on a black warp with broad bands of bright colours for after-ski skirts; the same article is also made in 150 cm. widths. For cocktail and evening wear Fair, a lamé with a coloured warp, offers a number of designs in youthful luminous colours. Festa is a coloured «Lurex» cloqué, Sarah a Rhodia/crystal warp satin with a raised Jacquard design, resembling velvet, and finally Fanfare, in rayon with crystal effects in the ground, possesses clip-cord effects in a Jacquard weave, giving the illusion of designs in velvet. It is available either all black or in black and brown, green and violet, blue and black, and in other very distinctive combinations.

## Jacob Rohner Ltd., Rebstein

This firm has set its collection in a new direction, abandoning floral designs to a certain extent, especially in its embroideries for blouses, in which the dominant note is given by very strict geometric designs and a new type of stylised flower. In this style, we see self-toned embroideries, in the new shades of amber, rosewood, yew, petroleum, curry, whisky and claret. There is a series of gobelin-type embroideries for blouses in the form of simple edgings or with a scalloped edge for blousons. In the self-toned embroideries, the type consisting of two bands for blouses buttoning up the front is once again the most popular. The grounds are mainly cotton satin, in an improved and heavier quality, batiste and a polyester crêpe.

The embroideries for children's fashions use mainly cotton fabrics like poplin, piqué, batiste and satin but also nylon and flannel. The motifs are popular characters from children's books and flowers, done in several colours, with or without scalloped edging. Also for children's wear, there are a great many stylised flowers.

For first communion dresses, the embroideries are almost exclusively on satin or batiste; the designs along the edge or in bands, as well as hem-stitched hems, embroidered dots and small squares give a new look to the first communion dress. Sometimes the hem of the dress is scalloped.

Dress embroideries are made on all kinds of plain or figured grounds in heavy qualities with a crease-resistant finish; the embroideries are either self-toned or contrasting on imitation linen grounds. For lingerie we find a new, very sophisticated collection of multicoloured embroideries on bands, insertions and braids which can also be used combined for the trimming of sheets, pillow slips, etc. In spite of the growing success of this line, lingerie bands in white embroidery are still very popular. This type too contains numerous new designs. For nightgowns there are several fine colour-woven batistes with stripes used as a ground for pink, sky-blue or white embroideries. Yet another novelty: slotted shoulder-straps and collars, already fitted

with a ribbon. Coloured embroidery is sometimes gobelin in style. A line of stitching makes it easier for makers-up to find the line to cut.

## Robt. Schwarzenbach & Co., Thalwil

This big firm continues to specialize in pure silk fabrics, keeping for example a stock of yarn-dyed taffeta in 123 colours, as well as yarn-dyed duchesse satin and other qualities. Among the novelties in the 1964/65 winter collection, let us mention a reversible duchesse satin with a gabardine back for coats, made only in black and white; a piece-dyed cloqué in pastel shades, and bright and dark colours; a reversible yarn-dyed satin crêpe; a reversible piece-dyed moss crêpe, Manina, for blouses; a piece-dyed georgette in a wide range of colours; Favorit, a piece-dyed fabric with a crêpe weave; Satin Grenadine, a mat looking piece-dyed fabric in a small assortment of colours, is one of this firm's typical products. Cloqués for the evening, in youthful pastel shades are also made in black and navy blue, in a more sedate style. All these articles are made of pure silk. In the mixtures, we have Monalox, a novelty that will remain classical, for cocktail dresses and anoraks, in silk and «Heliodor», in 123 colours; Rondine in silk and wool for coats and a 50/50 silk and wool for suits, in colourful but muted tones with a few bright shades. Lucky Lady is a yarn-dyed acetate and wool fabric on a coloured warp for evening and cocktail dresses; the same article is available on a black warp with coloured wefts, while Siberia is the same article, only reversible, with a coloured diagonal back for coats. The reversible fabrics also include a black, yarn-dyed matelassé with a coloured wool back. For after-ski fashions, Coralux is a very luxurious structured fabric in wool, with «Lurex» effects in bright colours. Of the same type, there is a tweed to which a slight «Lurex» effect gives a more dressy look. We also admired clip-cord Jacquard designs on a transparent crystal ground. Amandis is a cloqué with a «Heliodor» ground in youthful colours, for cocktail fashions. Sparlana is the same article as Lucky Lady in a print designed to match Lucky Lady in the main tone of the pattern; one line is made in luminous colours and another in the softer shades.

Pure silk warp prints remain this firm's great speciality. We noticed some very lovely samples of these with small splashes of bright colour on a black ground. The big novelty is the ocelot design in satin for dresses and in taffeta for water-repellent coats. There is also a tiger-skin design, likewise available in fancy colours, and a snake-skin design.

## Siber & Wehrli Ltd., Zurich

For many years now, this firm has laid the main emphasis of its winter collection on Jacquard fabrics. The slogan «high novelty articles at reasonable prices» has amply proved its worth and continues to inspire the collection. Fantastica and Arabesca, two figured articles in relief, in the «Pontesa Selection» quality, are well established favourites. The new strong yet warm colours of the assortment, as well as the new pseudo-plain fabrics and the tweed designs, give it a new look. Grandezza, a brilliant success, is the result of the idea of translating high novelty designs for prints into a Jacquard weave. The matelassés occupy a more important place than before; not only are the designs more numerous than previously, but the number of colours has increased considerably too. In addition to a number of lines that have been popular for some time now, we find several particularly successful new creations, as for example the light and supple Matelassé-Élégance; these articles will undoubtedly meet with great success. A figured faille article has been woven in a 120 cm. width for bridal gowns. In addition to the classical designs, we were particularly struck, in this article, by the embroidery type designs.

In the plain fabrics, the Chiffonyl line once again occupies a special position. This article was launched first of all as a fashionable novelty for couture, but it has since become almost classical and its range of use extends from evening and cocktail dresses, lingerie, shawls and hat trimmings to shop-window decorations. Nothing however has been able to rob it of its fashionable character. Apart from the attractive new colours, we were particularly struck by its extraordinarily reasonable price.

The pure silk shantung and knotted articles having become not only scarce but also dear, the firm has specialized in the manufacture of imitations of these fabrics. In addition to the well-known acetate qualities Honanette and Shantung, we particularly admired a new acetate Wild Silk. The handle of this material is pleasantly soft but not slippery, and its surface has a typically silky structure.

Finally, the collection comprises a number of plain qualities such as crêpes and rayons, in addition to the classical failles and ottomans. One particularly attractive fabric is a very inexpensive moss crêpe, with a grained surface and a soft, slippery touch.

## Stehli Silks Ltd., Zurich

For the winter 1964/65, apart from the range of classical articles, this firm offers a limited number of very fine luxury fabrics specially created for haute couture. Among these we were particularly struck by a very lovely plain Jacquard pure silk matelassé in yellow, mauve and red, for cocktail dresses and two-piece outfits, a silk and wool clipcord brocade in luminous tones and a silk and wool fabric with paisley style prints in a range of muted shades and a range of light tones. Among the novelties again, an acetate matelassé, printed in monochrome ranges of bright shades, with splashes of brighter colours.

Among the plain fabrics, we noted a number of tweeds in acetate and staple fibre, pure silk and viscose, and other mixtures, for evening dresses, tailormades and suits, and just ideal for dressy hostess gowns.

In the classical articles, we wish to mention in passing, apart from the ottomans, a new diagonal duchesse satin in very bright colours such as candy pink, red, Nile green, etc., which is particularly becoming for evening dresses and coats.

## Stünzi Sons Ltd., Horgen

This firm continues its classical lines such as, for example, the 120 cm. wide yarn-dyed duchesse satin in acetate or pure silk, which is available from stock in an incredible number of colours, as well as a very large assortment of white damasks in acetate, also 120 cm. wide, for bridal gowns. In addition, it still produces a great many articles aimed mainly at the better quality ready-to-wear and retail trade. Among the plain fabrics, it offers many novelties in various fibres, from silk to staple fibre, including numerous articles with a satin back, and wool mixtures on an acetate warp, for attractive afternoon dresses, to which will soon be added a series of articles for the ready-to-wear industry in 140 to 150 cm. widths. In order to meet the revived interest in crêpe, the collection includes a series of crêpe weaves that are more stable and easier to work with than real crêpe; some, in the dressier styles, have crystal effects. In silk and wool, also with crystal, Sediva, a braided type, is ideal for cocktail fashions. In the tweeds, there are novelties with wool in classical colours: Adelana, for example, with bouclé yarns and combined shade effects: petroleum and cognac, olive and turquoise, etc. Silkora is a pure silk tweed in classical colours, which will be equally suitable for the summer in brighter tones. Sparklina is in wool and sparkling nylon, in a range of youthful colours, while Cadenza is a tweed-type novelty with a structured surface. Two real crêpes, for dresses, one of them a diagonal cloth in acetate and viscose, are made in a very wide range of colours, while a viscose georgette, for blouses, is available in pastel and bright shades.

Among the lovely classical cloqués, in acetate and viscose, let us mention Rugona and Ravenna as well as the newer Rappalo, with wool. A new fabric, Sablana, is a crêpe weave in mixed wool. Satin Bermuda, a reversible fabric in acetate, is made in lovely bright and quiet colours for dresses and coats; another reversible fabric is Doblanza, a fancy ottoman.

The Jacquards include yarn-dyed Crylor cloqués, some of them with big floral or even snake-skin designs; on a black warp they are ideal for after-ski or cocktail fashions and on a white warp for bridal gowns. There are also a number of mixed wool yarn-dyed fabrics with small designs for afternoon dresses and practical skirts. Cloqués with iridescent cellophane effects for cocktail dresses, in acetate and Crylor, and mixtures of wool and crystal ideal for dressy afternoon dresses. Ombrina is a flat damask fabric for cocktail fashions, in abstract or floral designs, in pastel shades on a white warp or in darker but nevertheless luminous tones on a black warp. Glossona, with shiny effects, is somewhat in the same style but looks more like embroidery. Let us also mention light silk organdie type fabrics,

made with sparkling nylon for party dresses, and finally Jacquard ciré cloqués, which come in black, navy blue or white, in a water-repellent finish, for raincoats and fancy sports type trimmings.

## Union Ltd., St. Gall

In the novelties for the 1964/65 winter season, this firm places the emphasis on embroideries for blouses, in keeping with the trends at present prevailing in the ready-to-wear industry. In this style, the best articles are all the classical and modern embroideries in guipure on « Minicare » cotton satin in wintry colours, ranging from light to dark beige, gold, black, purple, a brownish orange, brown, claret, green, a deep blue verging on turquoise, etc. They are the traditional fronts for blouses buttoning up the front as well as bands, dickets and other motifs for blouses buttoning up the back. They are available dyed or embroidered in black or in a contrasting colour on a coloured ground. The colour card is established in agreement with four other leading St. Gall firms. In addition to satin, we have also seen a series of the same embroideries on a pure cotton, knotted, figured satin ground as well as a series on « Minicare » lawn in bright colours, better suited to this lighter ground. There are also a number of embroideries on double twist voile, especially in the form of scattered clusters for blouses buttoning up the back. In the embroideries on satin mentioned above, there are also a great many articles with embroidery insertions on tulle or guipure.

Among the guipure allovers, there are all kinds of designs in all sizes of repeats for blouses and dresses as well as heavy guipures created more especially for dresses. The pure silk organdies are generally embroidered with bigger designs. Among the novelties, we noted a duchesse satin with cut-out embroidery and applications as well as some very original rich designs embroidered on velvet. As usual, the classical sector contained a great many braids, insertions and guipure bands, available in various colours, to meet the customer's taste.

In addition to these articles, the collection naturally includes a series of heavy guipures specially created for the needs of Parisian haute couture as well as a number of embroideries for sports wear, whose exclusivity of presentation is reserved for the showing of the Swiss Fashion Club at Arosa and may therefore not be described here.

## Alwin Wild, St. Margrethen/St. Gall

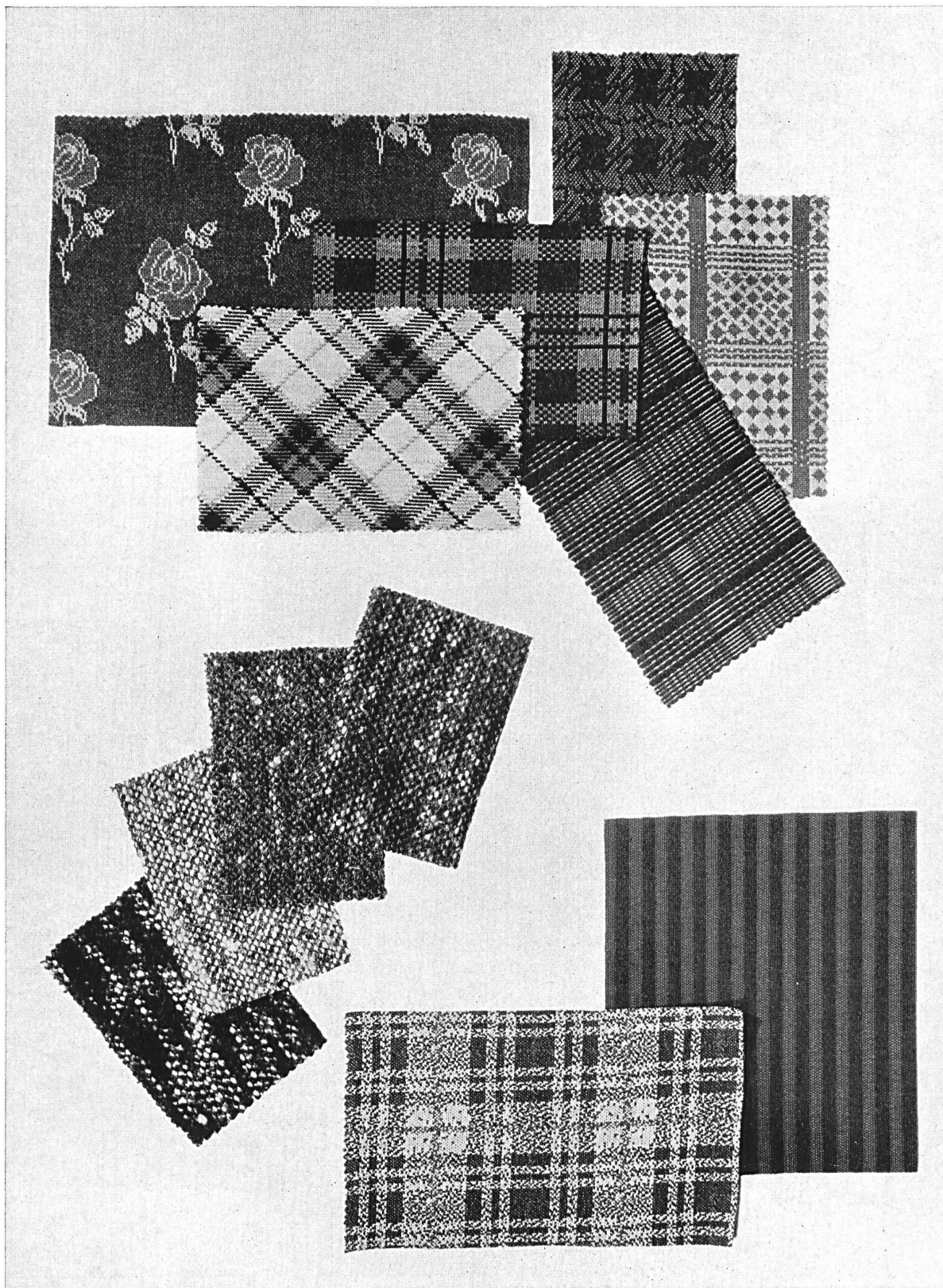
This rich collection of knitted fabrics for the winter 1964/65 consists of several very distinct groups. There is first of all a large assortment of Jacquard Wevenit wool jerseys, in medium and fine qualities. These knitted fabrics, made with special completely new machines, nevertheless enjoy the benefit of almost 20 years' experience in this field. In addition to the classical and fashionable knitted fabrics, both plain and with Jacquard designs, there are a great many tweeds in the new fashionable colours. The collection also comprises a rich selection of fashionable designs on cotton, in a « Minicare » finish. As everyone knows, this treatment is particularly well suited to cotton knitwear, making it shrink-resistant and giving it very high crease-resistance.

« Crimplete » plays a big part in the collection, coming in a number of attractive new classical designs; the success of this article is due above all to its excellent wearing qualities. It is in fact a particularly light textile material, making knitwear shrink-resistant, shape-retaining, very pleasant to wear, easy to wash and quick drying.

This year, once again, the firm presents a very varied collection of knitted, Jacquard and printed fabrics in « Helanca » for swimsuits, which give complete satisfaction to the most exacting of manufacturers. The collection is completed by a number of special articles, in particular foamback knitwear for sporting fashions and very fine tricot for cocktail dresses.

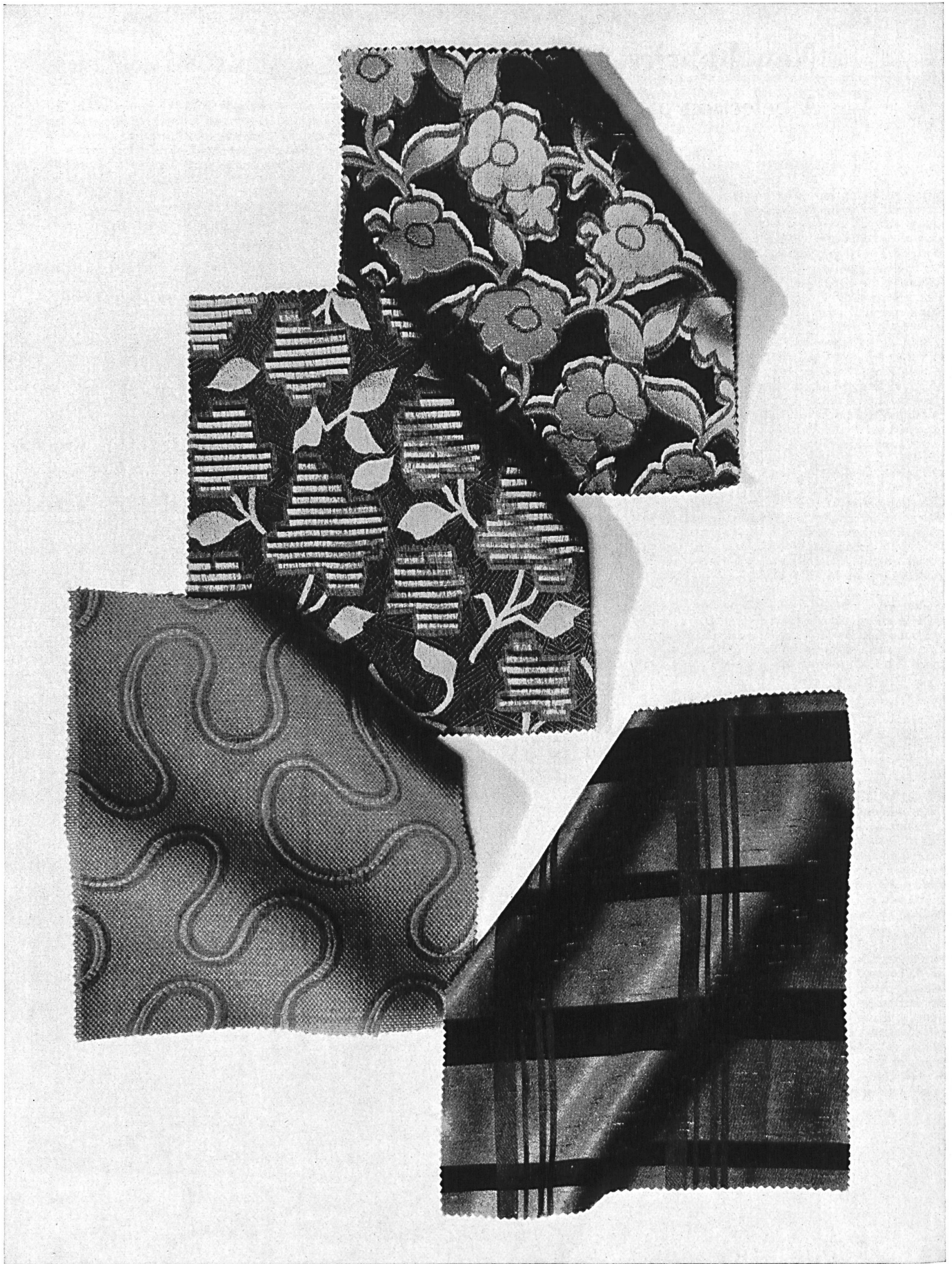
# New Fabrics

A Selection of the latest Fabric Creations



ALWIN WILD, ST. MARGRETHEN SG

Some samples from a rich collection of knitted materials of all kinds ;  
from top to bottom : woollen Wevenit Jacquards — woollen Jacquard  
tweeds in fashionable colours — light, shape-retaining, crease-resistant  
and easy-care «Crimplene» jersey in «Terylene Schappe Quality»



RIBA SOIERIES S. A., ZURICH

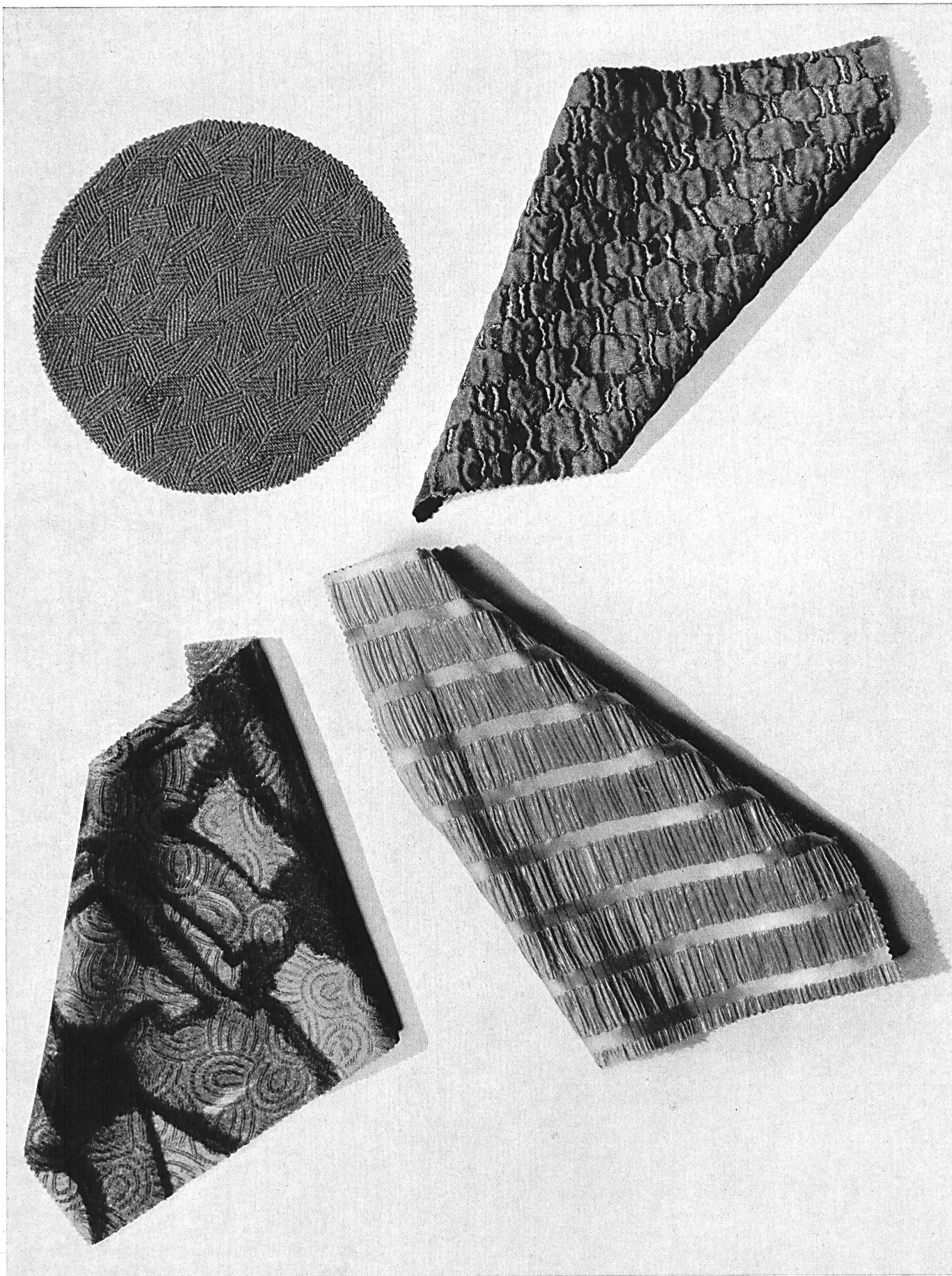
1, 2. Fanfare, un tissu jacquard en rayonne et cristal à effets découpés très originaux — 3. Famos, jacquard laine et soie — 4. Fiamma Caro, tissu acétate à effets flammés, se fait en dessins carreaux et unis assortis

1, 2. Fanfare, a Jacquard fabric in rayon and crystal with very original cut-out effects — 3. Famos, a woollen and silk Jacquard fabric — 4. Fiamma Caro, an acetate fabric with flammé effects, available either with checks or plain

1, 2. Fanfare, un tejido jacquard de rayón y cristal con efectos recortados muy originales — 3. Famos, jacquard lana y seda — 4. Fiamma Caro, tejido de acetato con efectos llameantes, se hace en dibujos de cuadrados y lisos haciendo juego

1, 2. Fanfare, ein Jacquard-Gewebe aus Rayonne und Crystal mit sehr originellen Découpé-Effekten — 3. Famos, ein Jacquard in Wolle und Seide — 4. Fiamma Caro, Azetatgewebe mit flammé-Effekten, in Karos und Uni zu haben





**TISSAGES DE SOIERIES NAEF FRÈRES S. A., ZURICH**

Tissus habillés pour la saison hiver 1964/65 :

1. Leila, laine mélangée avec effet cristal et original dessin jacquard côtelé —  
 2. Matelassé avec effets de fils brillants — 3. Impression moderne sur fond  
 façonné jacquard — 4. Plicorce, tissu lamé en tons pastel pour robes de  
 jeunes filles, avec effets plissés entre bandes satin

Dressy fabrics for the winter 1964/65

1. Leila, a mixed woollen fabric with a crystal effect and an original Jacquard  
 ribbed design — 2. Matelassé with shiny yarn effects — 3. Moderner Druck auf  
 a Jacquard figured ground — 4. Plicorce, a lamé fabric in pastel shades for  
 young girls' dresses, with pleated effects between satin stripes

Tejidos para bien vestir, para la temporada invierno 1964/65 :

1. Leila, lana mezclada con efecto cristal y original dibujo jacquard de  
 cordelillo — 2. Acolchado con efectos de hilos brillantes — 3. Estampado  
 moderno sobre fondo labrado jacquard — 4. Plicorce, tejido brochado en  
 tonos pastel para vestidos de señorita, con efectos plisados entre listas satin

Habillé Gewebe für den Winter 1964/65 :

1. Leila, aus gemischter Wolle mit Crystal Effekten und originellem Jacquard-  
 Rippendessin — 2. Matelassé mit Glanzeffekt — 3. Moderner Druck auf  
 Jacquard-Fond — 4. Plicorce, lamé Gewebe in Pasteltönen für Mädchen-  
 kleider, mit plissierten Effekten zwischen Satinstreifen



« H. G. C. », H. GUT & CIE S. A., ZURICH

Pour tenues élégantes de cocktail et du soir, tissus mélangés très mode 1964/65 à dessins jacquard, matelassés et à effets de relief, partiellement avec fils métalliques et fils brillants

For smart cocktail and evening wear, very fashionable 1964/65 mixed fabrics with Jacquard designs, matelassé and relief effects, including some with metallic and shiny yarns

Para vestidos elegantes de cóctel y de noche, tejidos mezclados muy a la moda 1964/65, con dibujos jacquard, acolchados y con efectos de relieve, parcialmente con hilos metálicos e hilos brillantes

Modische Jacquard-Mischgewebe matelassés und mit Relieffekten, zum Teil mit Metall, für die elegante Cocktail- und Abendmode 1964/65



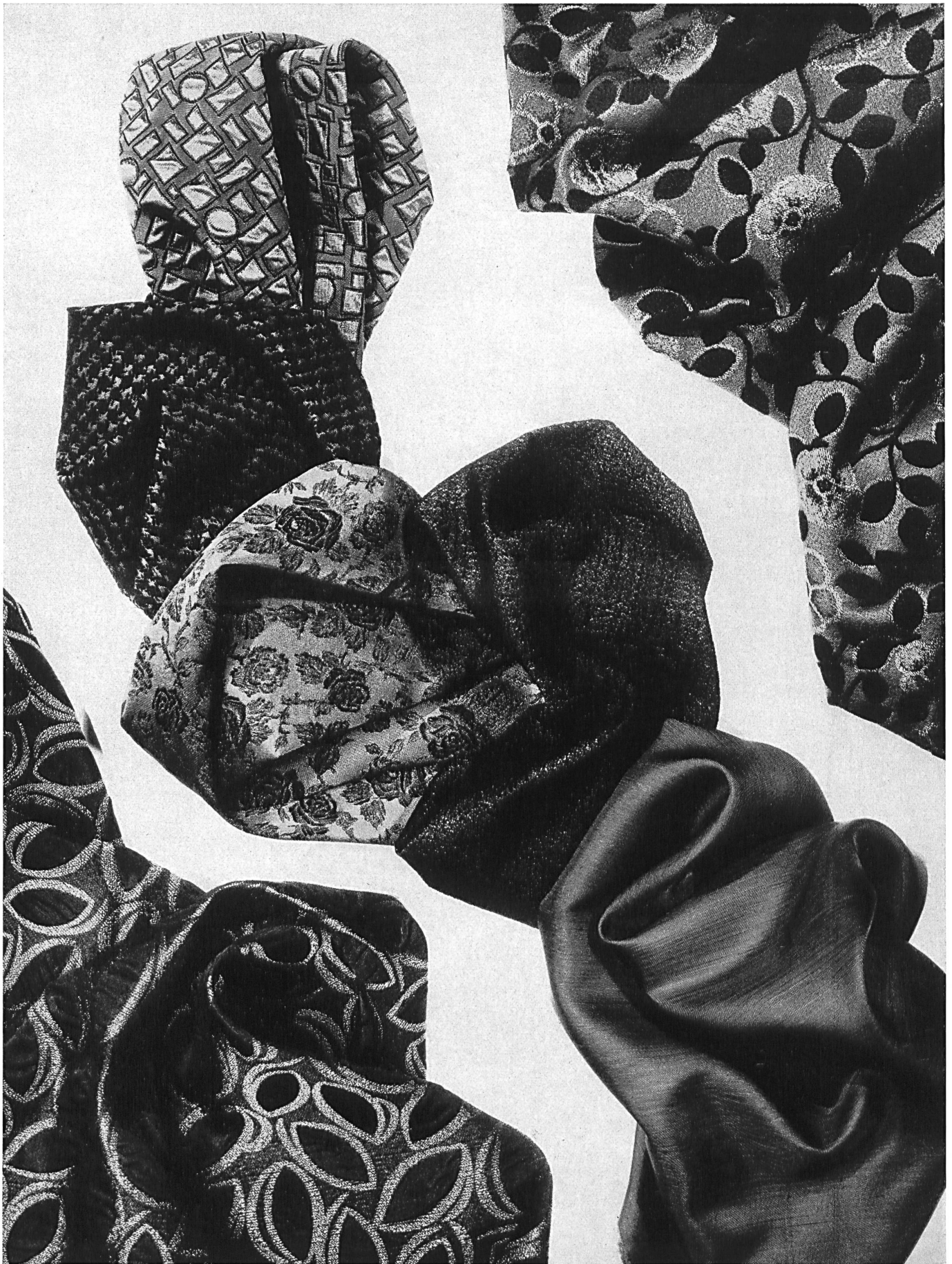
GUGELMANN & CIE S. A., LANGENTHAL

1. Reggana, flanelle mi-laine, sanfor ; se fait aussi en uni — 2. Aggalux, pur coton au toucher douillet pour chemises de loisirs et blouses — 3. Dressy, pur coton, pour blouses, casaques, tabliers, etc. — 4, 5, 6. Dolly, jacquard double-face pour anoraks, jupes et pantalons d'après-ski, etc. — 7. Royal et Astor, popelines pour chemises de messieurs

1. Reggana, sanforised half-wool flannel ; also available plain — 2. Aggalux, a pure cotton with a soft handle for leisure shirts and blouses — 3. Dressy, a pure cotton fabric for blouses, smocks, aprons, etc. — 4, 5, 6. Dolly, a reversible Jacquard for anoraks, after-ski skirts and trousers, etc. — 7. Royal and Astor, poplins for men's shirts

1. Reggana, franela semilana, sanfor ; también se hace en liso — 2. Aggalux, puro algodón suave al tacto, para camisas de solaz y blusas — 3. Dressy, puro algodón, para blusas, casacas, detalnats, etc. — 4, 5, 6. Dolly, jacquard dos caras para anoraks, faldas y pantalones para después de la nieve, etc. — 7. Royal y Astor, popelinas para camisas de caballero

1. Reggana, Halbwooll-Flanell, Sanfor, auch im Uni zu haben — 2. Aggalux, reine Baumwolle mit molligem Toucher, für Blusen und Freizeithemden — 3. Dressy, reine Baumwolle für Kasaks, Schürzen usw. — 4, 5, 6. Dolly, double-face Jacquard für Anoraks, Après-Ski-Jupes und -Hosen, usw. — 7. Royal und Astor, Herrenhemdenpopeline



SIBER & WEHRLI S. A., ZURICH

Quelques beaux spécimens de tissus de la collection d'hiver 1964/65

Some beautiful samples of the winter 1964/65 fabric collection

Algunas hermosas muestras de la colección de tejidos para el invierno 1964/65

Einige schöne Muster aus der Winter Gewebekollektion 1964/65

1. Regina, matelassé — 2. Matelassé Rex — 3. Robella — 4. Satin façonné —  
5. Fantastica, façonné relief « Sélection Pontesa » — 6. Twill Douppion acé-  
tate — 7. Grandezza



**HEER & CIE S. A., THALWIL**

La très riche collection pour l'hiver 1964/65 se présente ici sous l'aspect d'un petit choix de tissus mélangés, de composition diverse, dans lesquels l'importance est donnée, conformément à la mode, aux effets de structure, sans exagération dans le brillant

The very rich collection for the winter 1964/65 is represented here by a small selection of mixed fabrics of various types, in which — in keeping with the fashion — the emphasis is placed on structure without overdoing the shiny effects

De la surtida colección para el invierno de 1964/65 presentamos aquí una pequeña selección de tejidos de mezclas con distintas composiciones; de acuerdo con la moda, se ha concedido la mayor importancia a los efectos de estructura, pero sin exagerar el brillo

Von der äusserst reichhaltigen Kollektion für den Winter 1964/65 werden hier einige Muster in Mischgeweben gezeigt; dabei wird der Hauptakzent durch die modgerechten, strukturierten Oberflächen mit zurückhaltenden Glanzeffekten gegeben

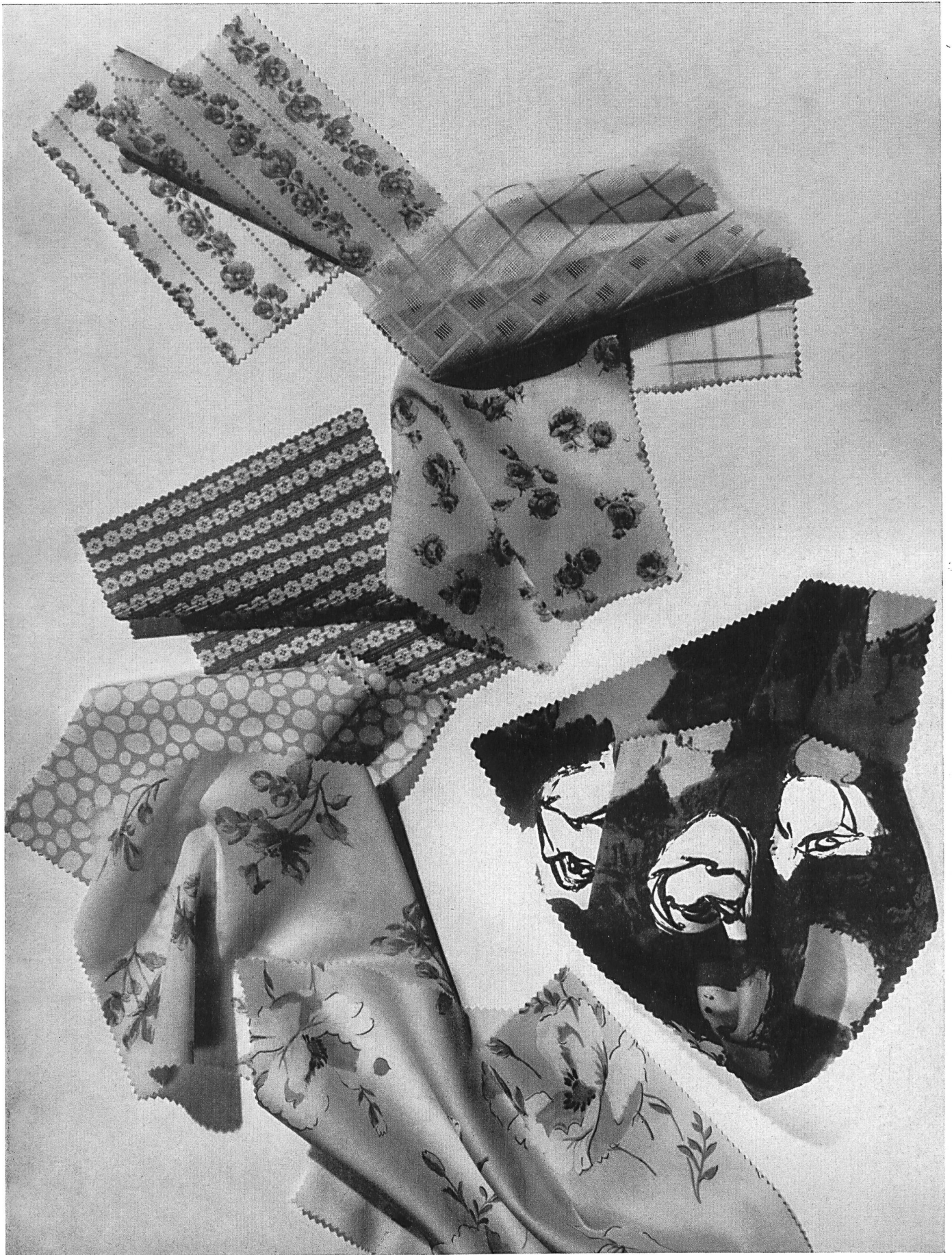


« FISBA », CHRISTIAN FISCHBACHER CO., SAINT-GALL

Crêpe de coton imprimé pour lingerie (à droite) ; laize brodée pour blouses ;  
voile à bandes de satin pour blouses ; Prisca, tissu poreux coton et viscose  
et Party, tissu brillant et léger en acétate et nylon, pour robes de cocktail  
Printed cotton crêpe for lingerie (right) ; embroidered allover for blouses ;  
voile with satin stripes for blouses ; Prisca, a porous cotton and viscose fabric  
and Party, a light-weight shiny fabric in acetate and nylon, for cocktail dresses

Crespón de algodón estampado para lencería (a la derecha) ; tela bordada  
para blusas ; velo con listas de satén para blusas ; Prisca, tejido poroso de  
algodón y viscosa y Party, tejido con brillo y ligero de acetato y nylon, para  
vestidos de cóctel

Bedruckter Wäsche-Baumwollkrepp (rechts) ; bestickter Allover für Blusen ;  
Voile mit Satinstreifen für Blusen ; Prisca, poröses Gewebe aus Baumwolle  
und Viscose und Party, leichtes, glänzendes Gewebe aus Azetat und Nylon für  
Cocktailmoden



« BERCO », BAERLOCHER & CIE, RHEINECK

Tissus pour lingerie, blouses, modes enfantines, etc., tels que batiste fine de coton et batiste perlée imprimées, batiste de coton en tissage fantaisie, crêpe de laine et crêpe écorce de coton imprimés, batiste « Hélanca » et satin de coton imprimés. A droite, satin de coton imprimé au cadre

Fabrics for lingerie, blouses, children's wear, etc. such as fine cotton batiste and pearl batiste prints, cotton batiste in a fancy weave, printed wool crêpe and cotton bark crêpe, as well as « Helanca » batiste and cotton satin prints. Right, screen printed cotton satin

Tejidos para lencería, blusas, modas infantiles, etc., tales como batista fina de algodón y batista perlada estampada, batista de algodón con ligadura fantasia, crespón de lana y crespón corteza de algodón estampado. A la derecha, satén de algodón estampado con estarcido

Nouveauté-Stoffe für Wäsche, Blusen, Kinderartikel usw., wie Baumwoll-Feinbatist und Perlbatist bedruckt, Baumwollbatist fantasiegewoben, Wollcrêpe und Baumwoll-Borkencrêpe bedruckt, « Helanca » Batist und Baumwoll-Satin bedruckt, Rechts Filmdruck auf Baumwollsatén



**BÉGÉ S. A., ZURICH**

Tissus jacquard habillés pour l'hiver 1964/65 en tissus mélangés à base de soie, de laine, de coton, etc., avec riches effets de métal, de cristal, cloqués, etc.  
Dressy Jacquard fabrics for the winter 1964/65 in mixtures with silk, wool, cotton, etc. with rich metal, crystal, cloqué and similar effects

Tejidos jacquard para el invierno 1964/65 en mezclas a base de seda, de lana, de algodón, etc. con hermosos efectos metálicos de cristal, abullonados, etc.  
Gediegene Jacquardgewebe für die Wintersaison 1964/65 in Mischungen mit Seide, Wolle, Baumwolle, usw., mit reichen Metall-, Cristal-, Cloqué- und ähnlichen Effekten





**JACOB ROHNER S. A., REBSTEIN**

Laizes brodées sur fonds unis, structurés et façonnés — Devants de blouses et bordures pour blouses sur coton et « Térylène » — Bandes brodées en une et deux couleurs pour lingerie — Galons de guipure

Embroidered allover on plain, structured and figured grounds. Blouse fronts and edgings for blouses on cotton and « Terylene » — Embroidered bands in one or two colours for lingerie — Guipure braid

Telas bordadas sobre fondo liso, estructuradas y labradas — Pecheras de blusas y cenefas para blusas, sobre algodón y « Terylene » — Tiras bordadas en uno o dos colores para lencería — Galones de encaje guipure

Bestickte Allover auf glatten, strukturierten und fassonnierten Fonds — Bestickte Blusenfronten und Bordüren für Blusen auf Baumwolle und « Terylene » — Wäschebänder in ein- und zweifarbiger Stickerei — Guipure-Galons