

Letter from Germany

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Letter from Germany

One of the first fashionable events of the winter season at Frankfurt-on-Main, the big German business and financial centre, was a gala party organized by the German-Swiss Chamber of Commerce for its members and friends, in the recently constructed Grand Hotel Inter-continental.

The highlight of the evening was a fashion parade, organized by the Publicity Centre of the Swiss Cotton and Embroidery Industry, during which models by Swiss fashion houses and the well-known Frankfurt couture house of Toni Schiesser were shown.

A host of lovely cocktail and evening dresses in precious embroidery on velvet, in luminous tones such as ruby, petrol and sky blue, which Toni Schiesser makes with unmatched skill in the very latest styles, brought forth long and loud applause even from the most blasé and demanding among the spectators. Lossely cut, floor-length velvet evening coats in the same shades were worn over the long evening gowns, while the narrow cocktail sheaths were worn with reps coats lined in mole-coloured or topaz mink.

Other very smart creations, though in quite a different field, were the attractive after-ski outfits comprising velvet stretch pants and a loose top in embroidery on velvet or gold embroidered silk organdie. Toni Schiesser also presented an original variation of the « little black dress » that is so popular with women all over the world, in the form of soft woollen georgette dresses, slightly « bloused », with long narrow sleeves and a very modest, covered up look, and trimmed at the neck, wrists and hem with St. Gall chenille embroidery in the form of leaves or fringes.

The « panel » style that is to be seen everywhere was represented by long evening dresses in tulle or silk organdie, the front being trimmed with decorative chenille embroidery.

* * *

To judge from the Berlin ready-to-wear collections, next summer will see the lavish use of Swiss lace, embroidery and cotton prints. Cotton satins with a silky sheen and crease-resistant finish, above all in the fine checks that have come back into favour once again, also make attractive sporty shirt-waist dresses as well as very neat two-piece outfits and small summery suits, to which embroidery blouses add a very fresh and delectable look.

Lovely, very exclusive embroideries on piqué, either white on white or in colour with superimposed effects, make very charming little jackets, which complete the terrace dresses (a style that is also rapidly gaining ground in Germany now) or add a bright note to little black dresses.

Every smart woman's wardrobe naturally includes suits and outfits in St. Gall guipure or embroidered silk organ-



ROBT. SCHWARZENBACH & CO., THALWIL
Sandu Tassel (tissu / fabric / tejido / Gewebe)
Modèle Schröder-Wulf, Hambourg
Photo Wolson, Hamburg



RUDOLF
BRAUCHBAR & CIE
S.A., ZURICH

Zanzibar, pure soie /
pure silk / seda pura /
reine Seide

Modèle
Schwichtenberg & Co.,
Berlin

Photo
K. L. Haenchen,
Hamburg

die, which are so right for the traditional evening stroll along the sea front, at the theatre or for cocktails.

* * *

The « Interstoff » exhibition was held in Frankfurt for the tenth time at the end of November, giving visitors

a glimpse into the future, that is to say a view of the 1964/65 autumn and winter collections. This event, which was started on a very modest scale in the summer of 1959, has become a big European fabric market, in which some 300 exhibitors from the United States and 15 European countries regularly take part.

The most outstanding feature is the continually growing competition between natural and synthetic fibres. The quantity of fibres produced by chemical means and the



RUDOLF
BRAUCHBAR & CIE
S.A., ZURICH

Zanzibar, pure soie /
pure silk / seda pura /
reine Seide

Modèle
Schwichtenberg & Co.,
Berlin

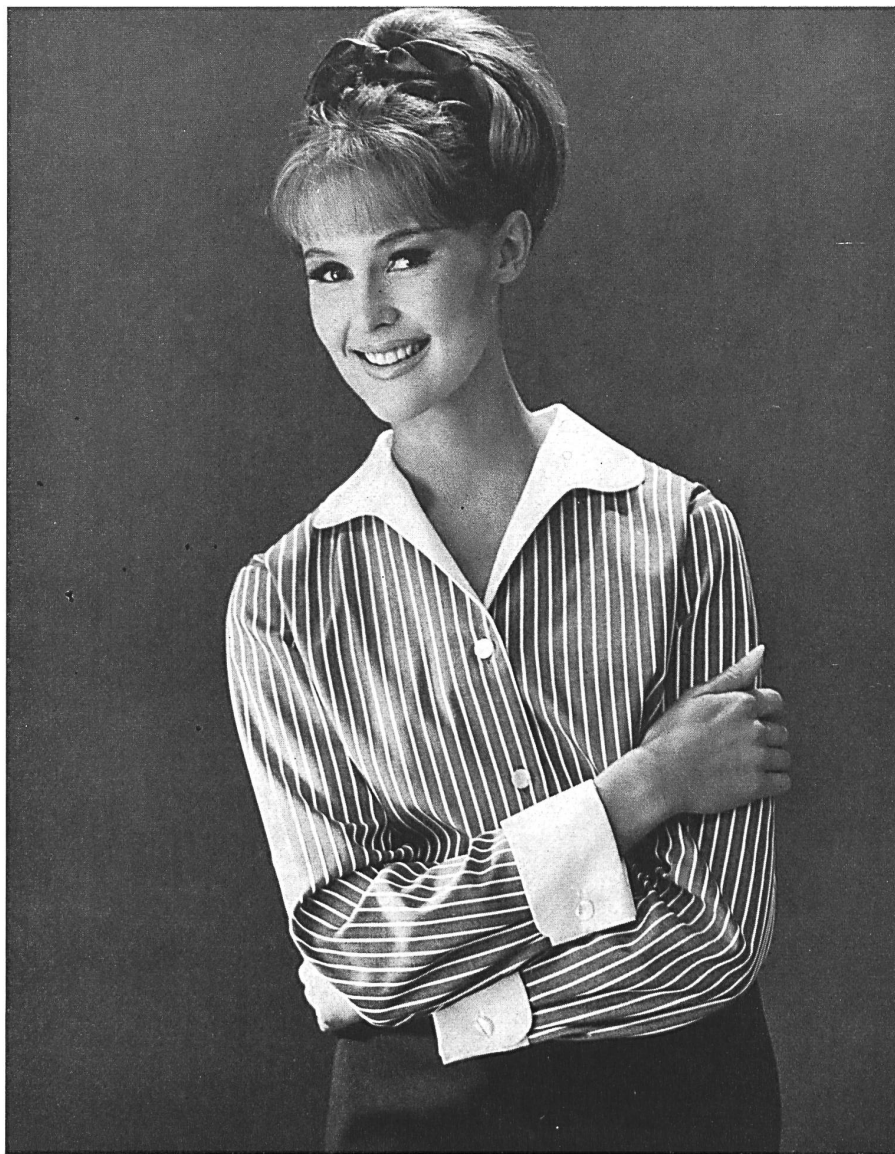
Photo
K. L. Haenchen,
Hamburg

combinations that can be made between them or with natural fibres under more than a hundred different trade names, have made this field a veritable jungle through which even the experts have trouble in finding their way.

Four Swiss embroidery factories have made a remarkable contribution to this field by combining themselves into a group for the purpose of putting on the market, under the name of « Sedusa » a number of embroideries made entirely of Terylene (both ground and embroidery).

The St. Gall firms of Altoco, Alex Bauer & Co., Eugster & Huber Ltd. and Willy Zurcher Ltd. have worked for a year in close collaboration with ICI (Imperial Chemical Industries Ltd.), the supplier of the fibre, in order to be able to produce fabrics for blouses and dresses in fine Swiss embroideries, which are washable by machine, require no ironing and keep their smart appearance under all circumstances.

Emily Kraus-Nover



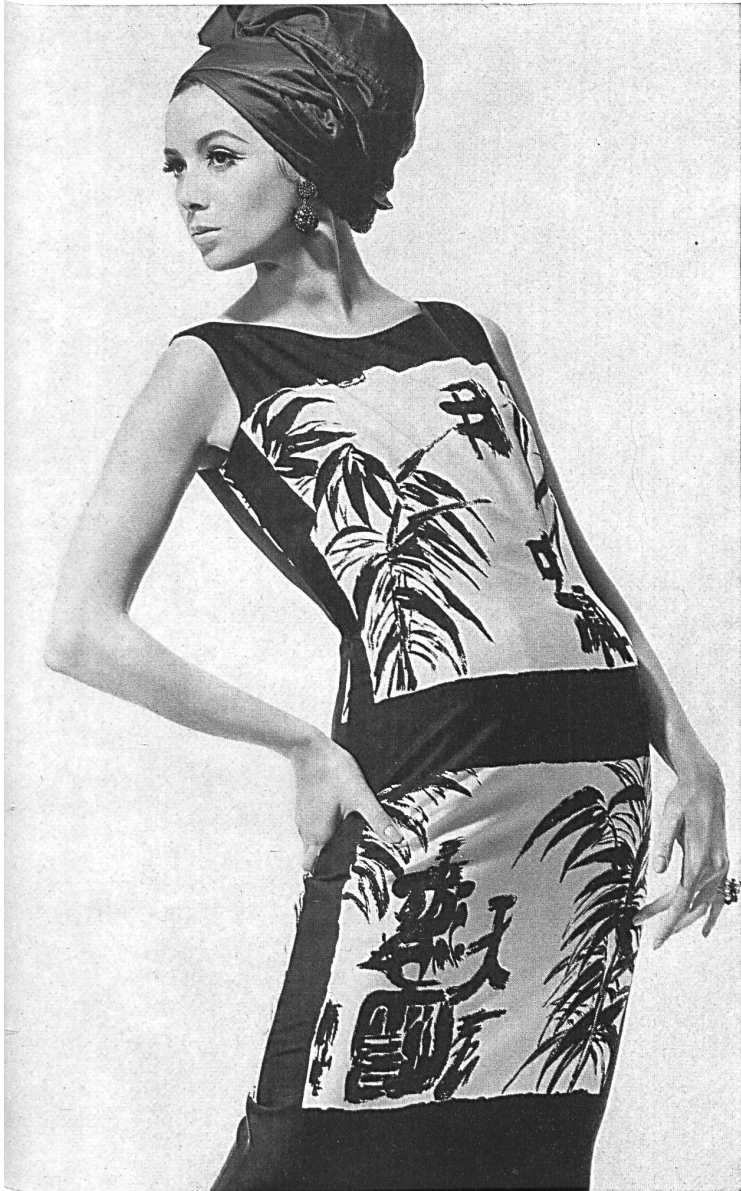
« ALUMO »,
ALBRECHT & MORGEN S.A.,
SAINT-GALL

Tissu avec effets de côtes
Gewebe mit Côtelé-Effekt
Modèle Wollenschläger & Co. GmbH.,
Baden-Baden
Photo W.E. Lautenbacher



« RECO »,
REICHENBACH & CO. S.A.,
SAINT-GALL

Batiste « Minicare » brodée
Bestickter « Minicare » Batist
Joseph Bancroft & Sons Co. S.A.,
Zurich
Modèle Ernst Hillenkamp, Memmingen
Photo Irmgard Wolf



HEER & CIE S.A., THALWIL
 Panama de coton imprimé
 Baumwoll-Panama, bedruckt
 Modèle Lürman & Co., Rottach am
 Tegernsee
 Photo Stepahn

HEER & CIE S.A., THALWIL
 Panama de coton imprimé
 Baumwoll-Panama, bedruckt
 Modèle Lürman & Co., Rottach am
 Tegernsee
 Photo Kim





METTLER & CIE S.A., SAINT-GALL
Satin de coton
Baumwollsatin
Modèle Lindenstaedt & Brettschneider, Berlin
Photo F. Scheibe



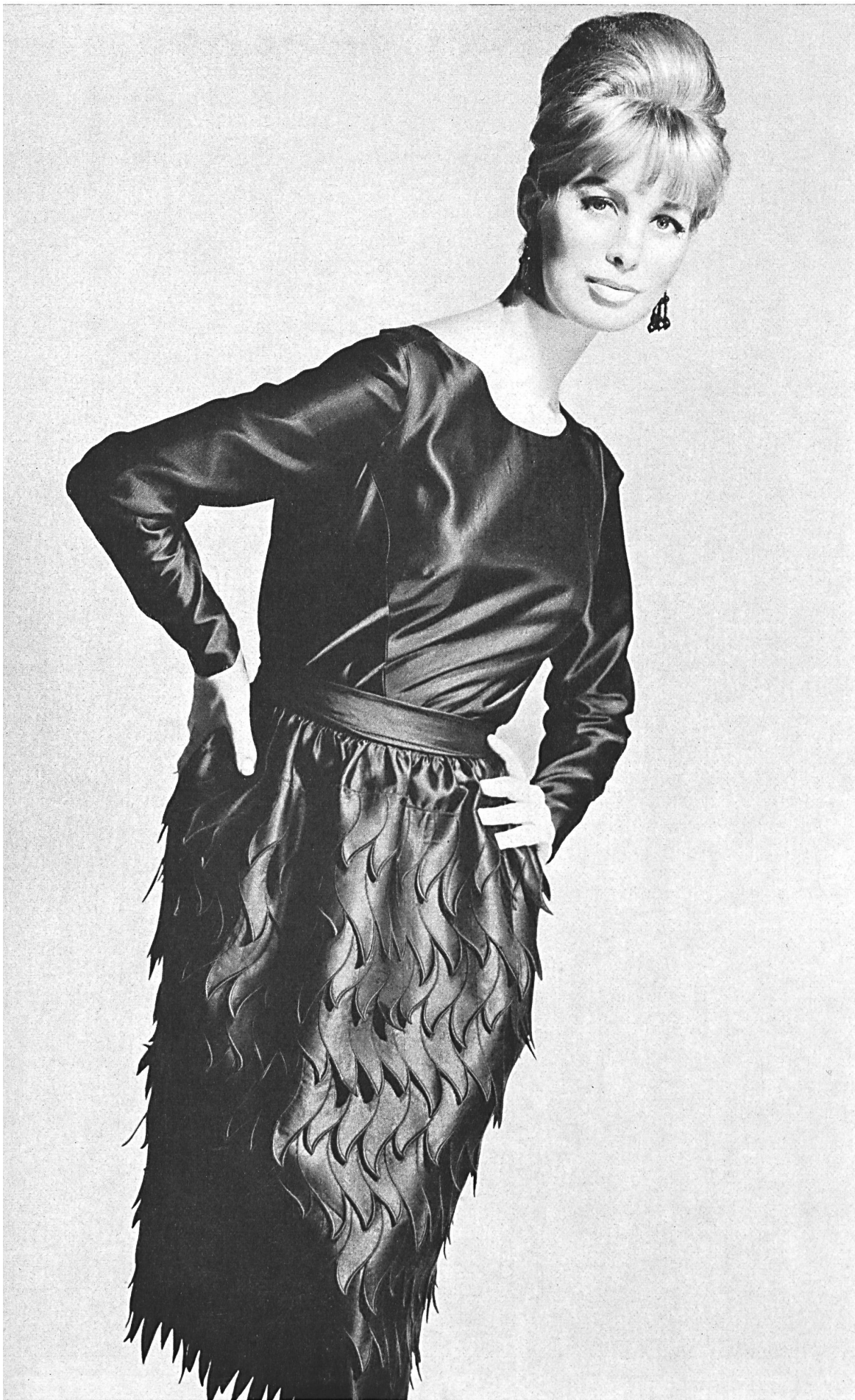
METTLER & CIE S.A.,
SAINT-GALL
Satin de coton
Baumwollsatin
Modèle Lindenstaedt &
Brettschneider, Berlin
Photo Scheibe



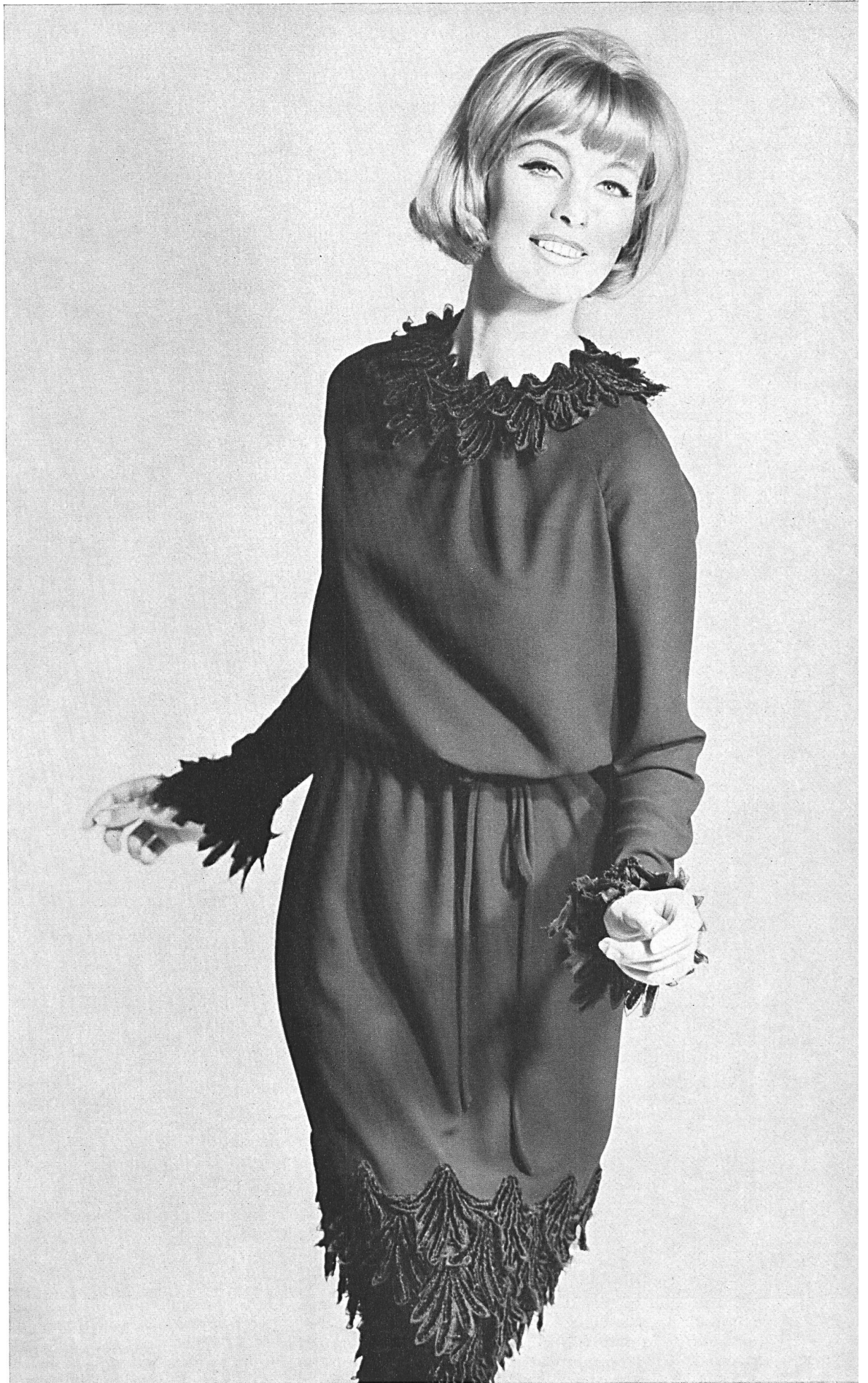
UNION S.A.,
SAINT-GALL
Guipure lourde avec appli-
cations
Reiche Ätztickerei mit
Applikationen
Modèle Detlev Albers.
Berlin
Photo F. Scheibe



UNION S.A., SAINT-GALL
Broderie découpée sur soie
Seiden-Spachtelspitze
Modèle Toni Schiesser, Francfort s. l. Main
Photo Riehl



A NAEF & CIE S.A.,
FLAWIL
Broderie / Stickerei
Modèle Toni Schiesser,
Francfort s. I. Main
Photo Stephan



A. NAEF & CIE S.A.,
FLAWIL
Broderie chenille noire
Schwarze Chenillestickerei
Modèle Toni Schiesser,
Francfort s. I. Main
Photo Stephan



FORSTER WILLI & CO., SAINT-GALL
Piqué de coton brodé (jaquette)
Bestickter Baumwollpiquee (Jacke)
Modèle Uli Richter, Berlin
Photo F. Scheibe