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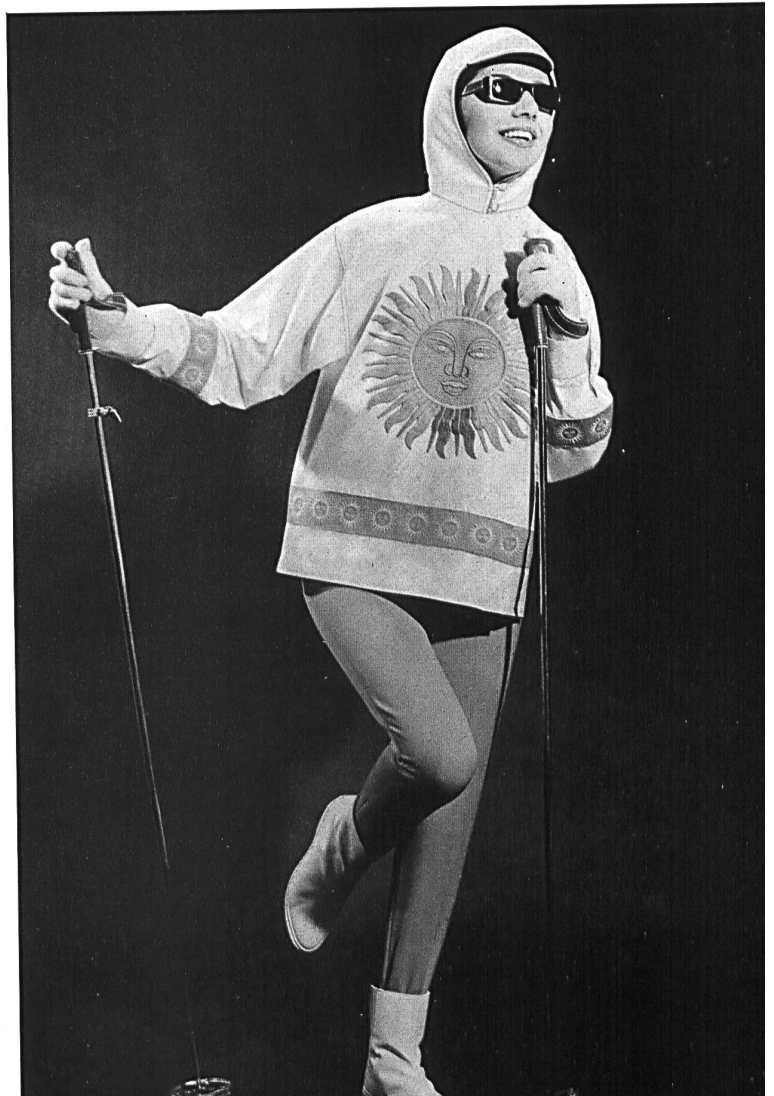
Stretch Fabrics :

a new dimension
in sports and leisure fashions

One of the main requirements of sports and leisure wear is that it should be functional, i. e. it should be designed to permit the greatest freedom of movement. This is obtained first of all by proper styling, but the introduction on the market a few years ago of elastic fabrics that stretch warp-wise, and quite recently also in the weft, was a welcome innovation helping to revolutionize sports fashions, especially from the point of view of line. The use of stretch fabrics makes it possible to give the wearer a freedom of movement that, with ordinary fabrics, could be achieved only at the cost of increasing the size of the clothes to the detriment of that smart, neat look required for sport. The best example of this perhaps is tapered ski-pants, which to keep their smart line must be narrow and stretched taut over the legs. Formerly such a requirement would have restricted freedom of movement and caused unsightly bulges to form at the knee. The use of « Helanca »[®] synthetic yarns for the warp has changed all that by making it possible, in combination for example with wool in the weft, to manufacture fabrics that are not only warm and strong but also elastic in the length.



A bouclé stretch fabric,
elasticized in the width, with a wool
warp and « Helanca »[®] weft
Fabric by Bleiche; Model by Willy Roth
for Casual Wear Ltd.

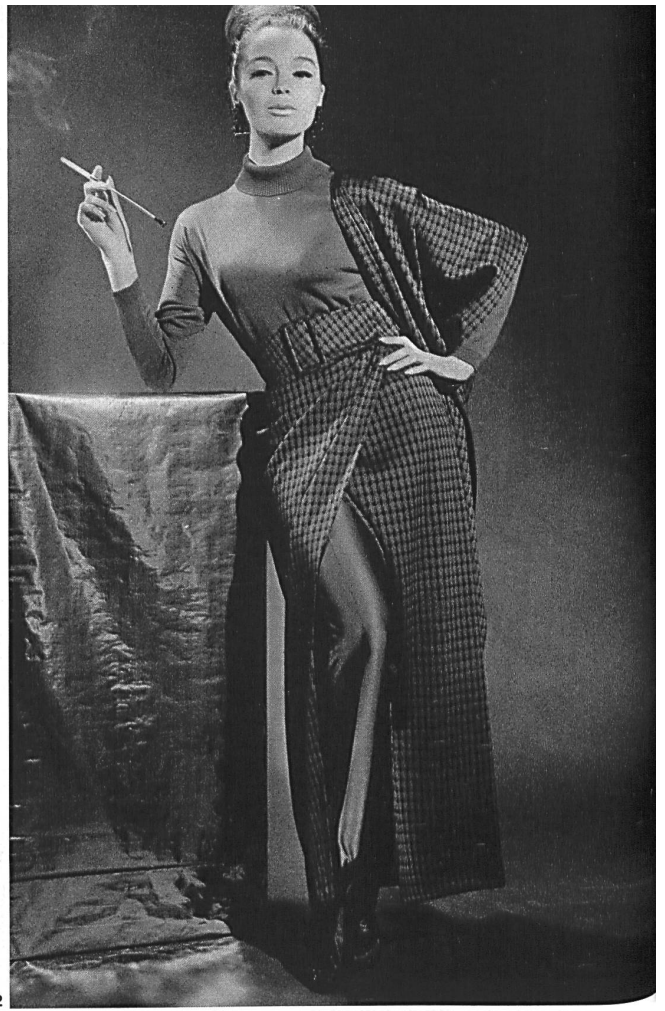


Tapered ski pants, elasticized lengthwise
with a « Terylene »-« Helanca »[®]
warp and a « Terylene » and wool weft
A « Helanca »-Skiflex fabric by Schmid;
model Spielmann

 SWISS FASHION CLUB
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Lumber jacket in bouclé fabric, elasticized widthwise, with a « Helanca » ® weft and a wool warp
 Stretch pants, elasticized lengthwise, with a wool weft and « Helanca » ® warp
 Fabrics by Bleiche; models by Willy Roth for Casual Wear Ltd.



Stretch pants, elasticized in the length, with a « Helanca » ® warp and « Heconda » weft; pullover and skirt in « Heconda », a textured acetate yarn by Heberlein & Co. Ltd.
 After-ski outfit by Vollmoeller

Stretch fabric elasticized widthwise, with a nylon-« Helanca » ® weft on a wool warp
 Fabric by Bleiche;
 model by Willy Roth for Casual Wear Ltd.
 Photos: Kurt Kriewall - Rolf Bichsel



Ski anoraks, jackets for golf and curling, and coats for sportswear in general are, on the other hand, given sideways stretch, which is particularly necessary at shoulder level and in the back, by using fabrics with a cotton warp and « Helanca » ® weft. Even a number of silk fabrics used for the manufacture of lounging and leisure slacks are woven with « Helanca » ® in the warp.

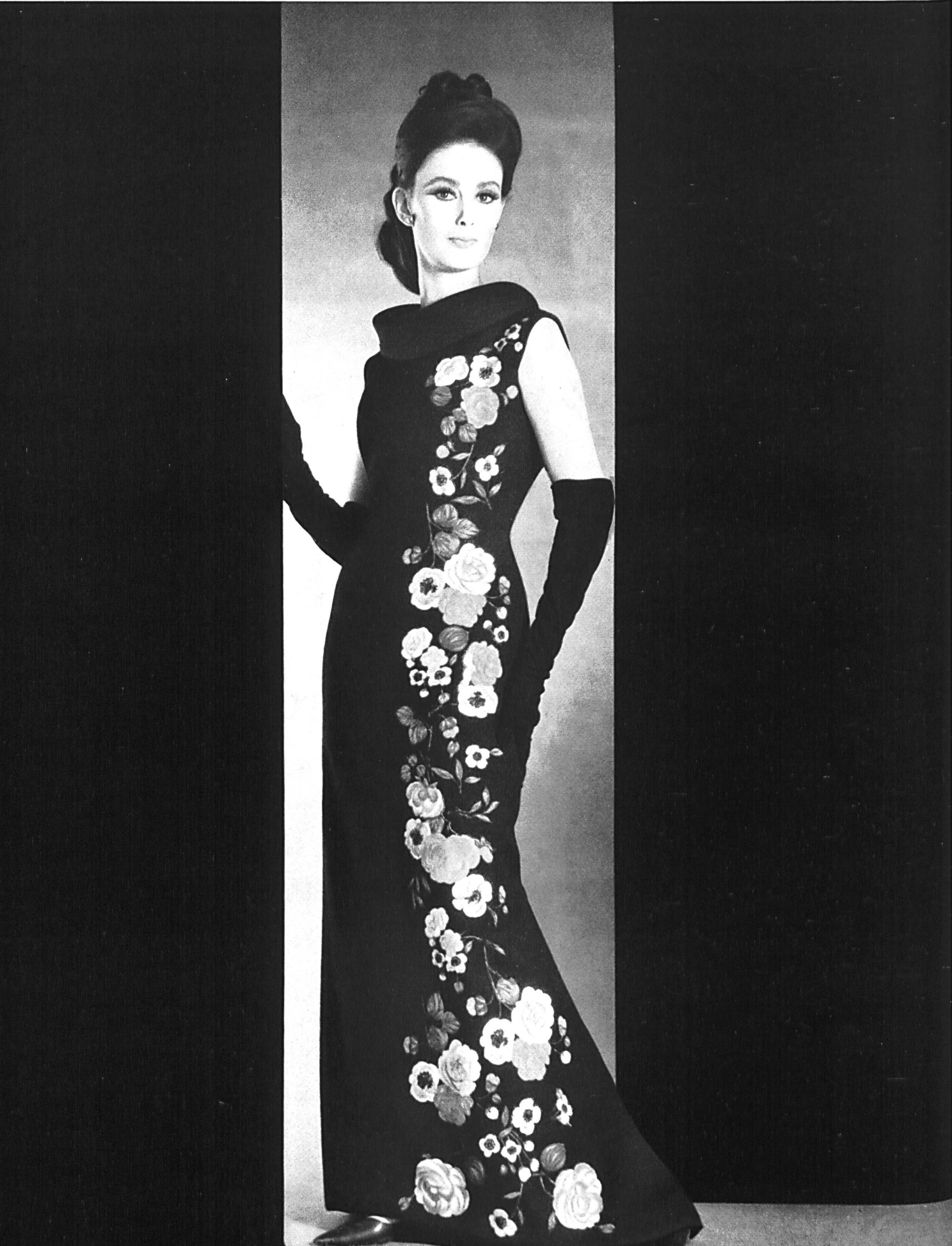
We were able to see this trend for ourselves at the winter fashion parade held by the « Swiss Fashion Club » at Arosa on January 15th, 1964. Actually, it was not so much a trend as a « tidal wave ». At Arosa, almost all the slacks and trousers were made with fabrics that stretch warp-wise, while a very great number of other articles were in fabrics made to stretch in the weft; all these fabrics were made with wool, cotton, silk or synthetic fibres mixed with « Helanca » ® the most popular and most widely known elastic yarn on the market (with a nylon or « Terylene » base). In the mixtures with wool, in addition to classical gabardine, there are attractive bouclé and knotted woollens as well as structured fabrics with original designs, while with cotton, apart from poplin, we also saw a number of ribbed fabrics.

The accompanying photographs show models by different producers and illustrate very clearly the variety of effects that can be obtained with fabrics made to stretch weft-wise or warp-wise by the use of « Helanca » ® yarns.

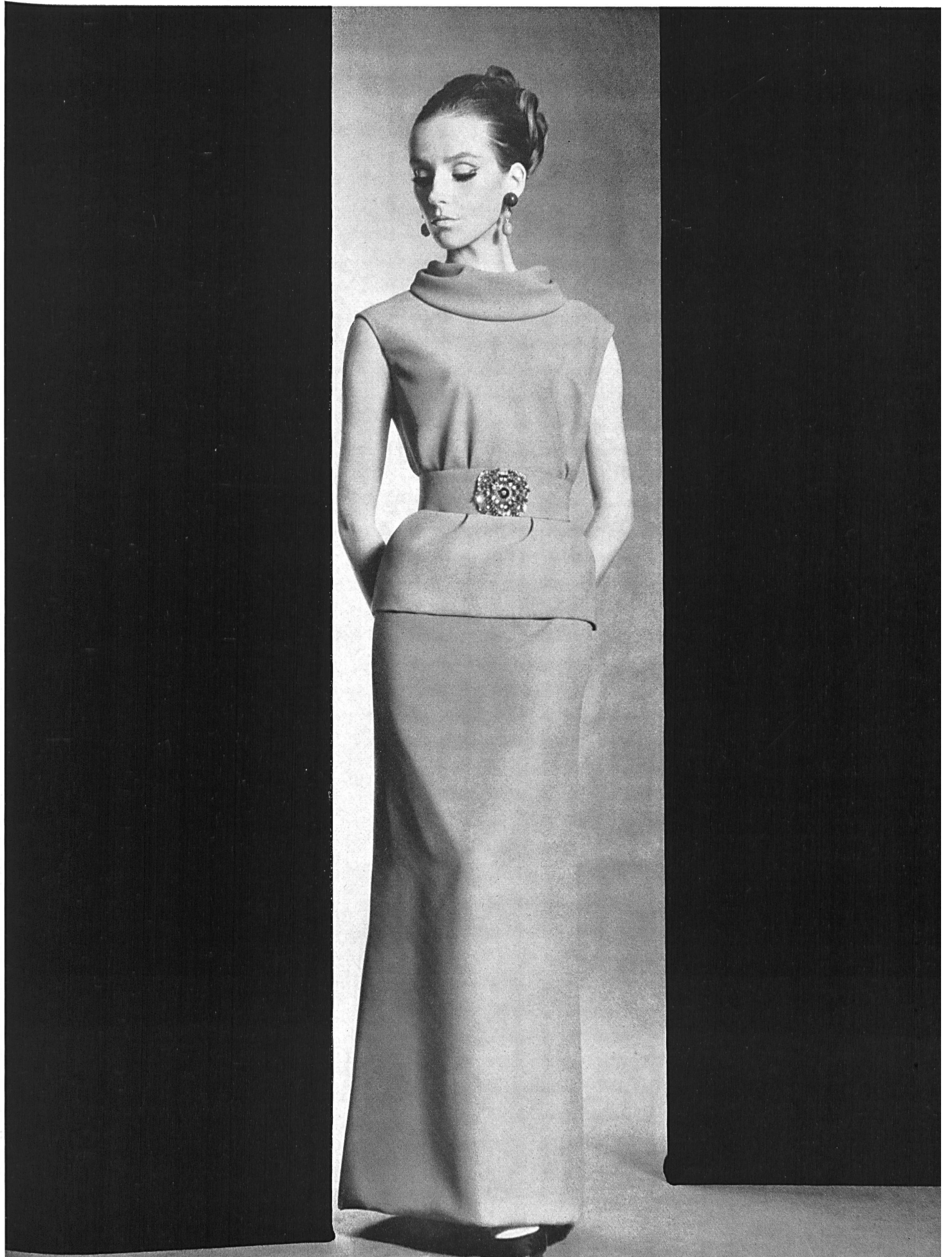
« Helanca » is a textured elastic yarn with a synthetic filament base, invented and manufactured in Switzerland by Heberlein & Co. Ltd. and in other countries by its authorized licensees.

Marty & Co

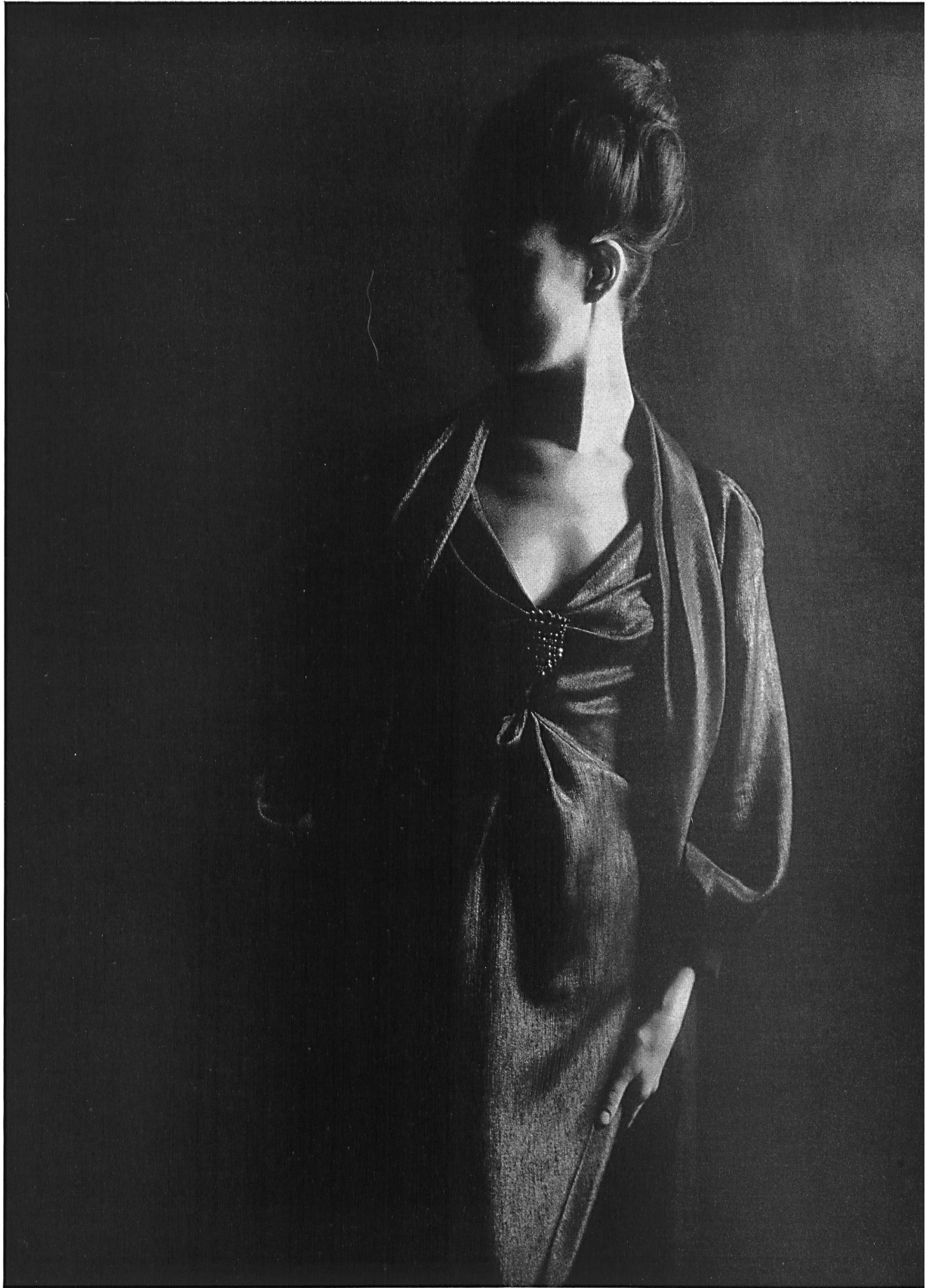
AFTERNOON, COCKTAIL AND EVENING DRESSES
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EL-EL S.A., ZURICH

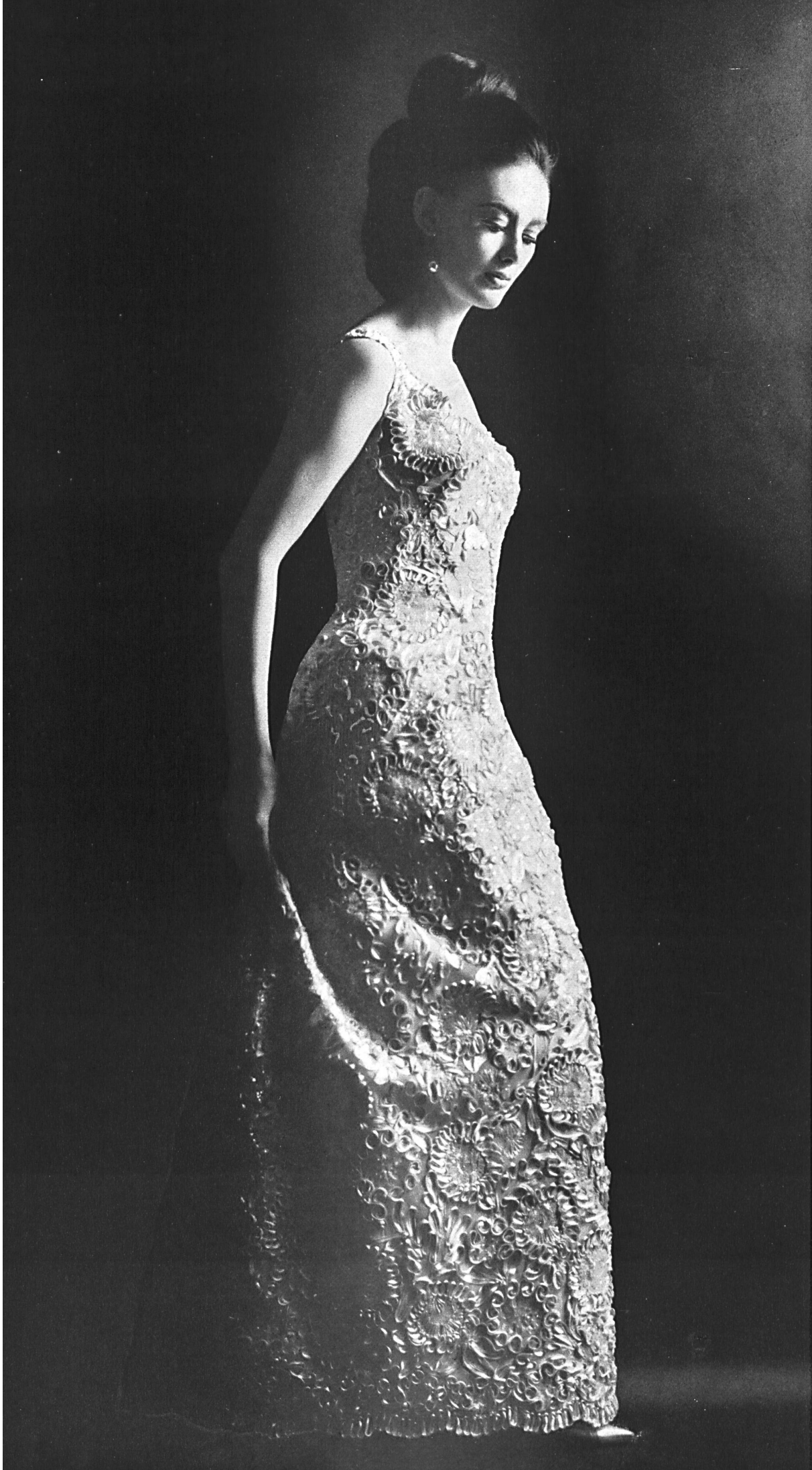






MAISON GACK, ZURICH
Robe du soir
Evening gown
Vestido de soare
Abendkleid
Corsage en guipure
de Forster Willi & Co.,
Saint-Gall

MAISON GACK, ZURICH
Ensemble de cocktail
Tissu de
Fabric by
Tejido de
Gewebe von:
Heer & Cie S.A., Thalwil
Photos Rév



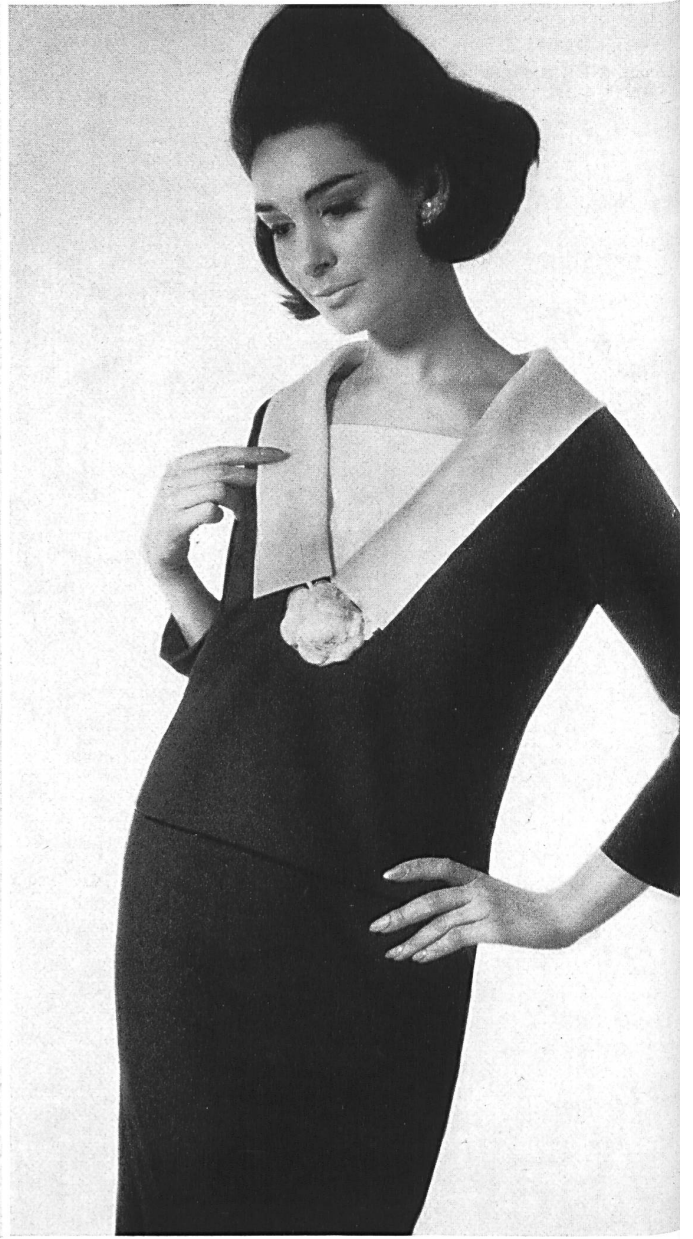
MAISON GACK, ZURICH
Robe du soir / Evening gown
Vestido de soare / Abend-
kleid
Photo Rév

MAISON GACK, ZURICH
Ensemble de cocktail
Photo Rév





EUGEN BRAUNSCHWEIG AG., ZURICH
Robe du soir / Evening dress / Vestido de soare / Abendkleid
Broderie de / Embroidery by / Bordado de / Stickerei von:
Jacob Rohner S.A., Rebstein
Photo Rév



EUGEN BRAUNSCHWEIG AG., ZURICH
Deux-pièces
Tissus de / Fabrics by / Tejidos de / Gewebe von: Heer & Cie S.A.,
Thalwil
Photo Rév



**EUGEN
BRAUNSCHWEIG AG.
ZURICH**
Robe du soir brodée, en
crêpe pure soie
Embroidered pure silk crêpe
evening gown
Vestido de noche bordado,
de crespón pura seda
Abendkleid aus reinseide-
nem Crêpe, bestickt
Photo Rév





«GLENN BOUTIQUE», HASLER & CO., ZURICH
Robe du soir drapée, en mousseline pure soie, imprimée
Draped evening gown in printed pure silk mousseline
Vestido de soare drapeado, de muselina pura seda, estampada
Drapiertes Abendkleid aus bedruckter reinseidener Mousseline
Photo Jack Malaise

«GLENN BOUTIQUE», HASLER & CO., ZURICH
Ensemble tailleur en lainage pied de coq avec blouse de lin noire
Tailormade outfit in giant houndstooth wollen fabric with black linen blouse
Conjunto traje de lana pata de gallo con blusa negra de lino
Tailleur-Ensemble aus Wollstoff mit Hahnentritt-Muster, mit schwarzer Leinenbluse
Photo Jack Malaise



GERSTLE & CO. S.A.
ZURICH
Photo Tenca



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