

**Zeitschrift:** Swiss textiles [English edition]  
**Band:** - (1964)  
**Heft:** 3

**Artikel:** New collections of embroideries and cotton fabrics  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798221>

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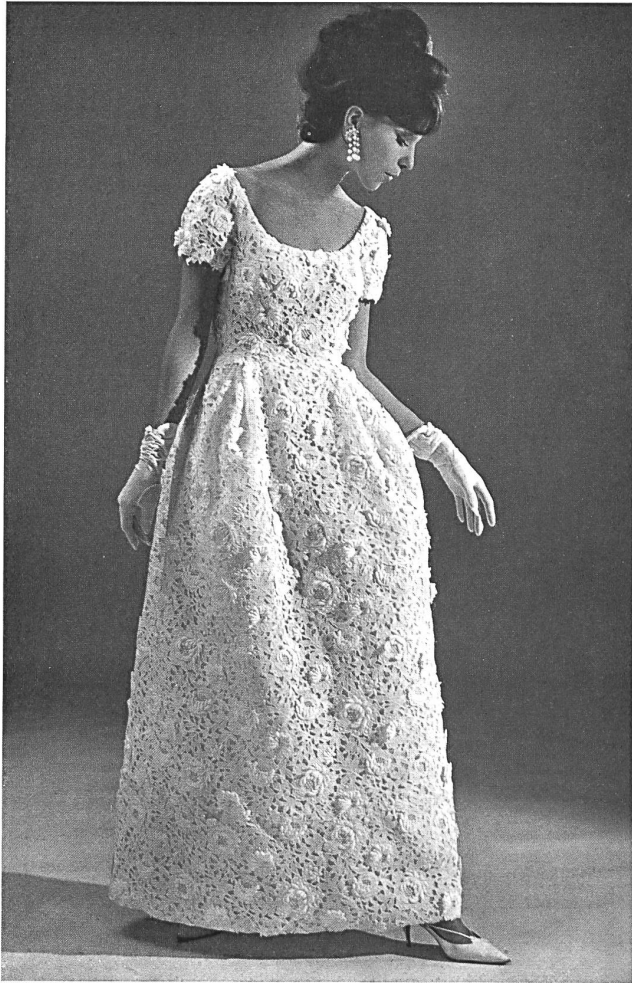
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# New Collections of Embroideries and Cotton Fabrics



At a fashion show in Zurich last May, the Publicity Centre of the Swiss Cotton and Embroidery Industry, in St-Gall, presented to the Swiss press the latest creations in embroideries and fine cotton fabrics for the summer 1965, used in Swiss couture and ready-to-wear models.

Opposite we show a certain number of models which were outstanding not only for their traditional high quality but also for the beauty and originality of the material.

In the designs, we noticed a revival of small repeats, especially in the dressier types, although big designs and the « panel » style are still widely represented, particularly in the leisure fashions and boutique styles. The popularity of border designs, with a narrower edging for the collar, is still increasing. Floral motifs in water-colour hues are just as much in demand as the modern monochrome type prints, in rather warmer shades. In the prints, in addition to cotton satin, which is always popular, we find mainly fabrics with a rustic linen-type structure, using fancy yarns, as well as ottomans, piqués and ribbed fabrics of all kinds. In addition to white, the colours include yellows, from sun yellow to dark gold, a delicate shade of brown, beige in various tones, pink and red verging on violet, etc.

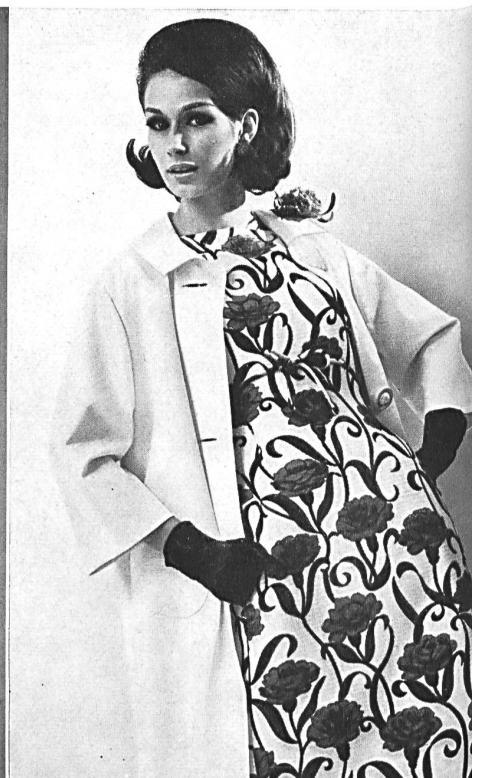
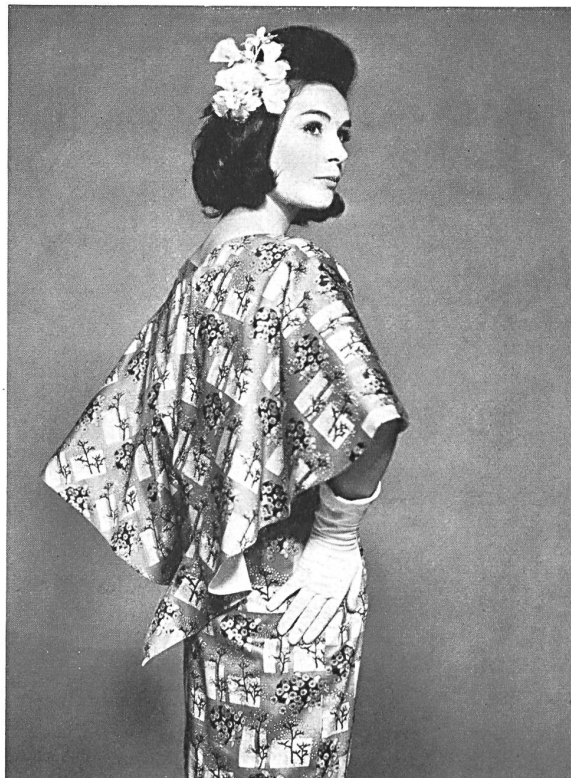
In embroidery, floral motifs are the favourites; for leisure wear and beach fashions, in which embroidery plays an increasingly important part, we were particularly struck

FORSTER WILLI & CO., SAINT-GALL

Guipure blanche  
Modèle: Macola S.A., Zurich  
Photo Tenca

« NELO »,  
J. G. NEF & CO. S.A.,  
HERISAU  
Twill de coton imprimé /  
printed / estampado / bedruckt  
Modèle: Couture Rita Peterli,  
Saint-Gall  
Photo Rév

CHRISTIAN  
FISCHBACHER CO.,  
SAINT-GALL  
Tissu de coton structuré, im-  
primé  
Structured, printed cotton fa-  
bric  
Tejido de algodón estructu-  
rado, estampado  
Bedrucktes Baumwoll-Struk-  
turgewebe  
Modèle: R. Cafader & Co.,  
Zurich  
Photo Tenca





METTLER & CO. S.A.,  
SAINT-GALL

Reps de coton imprimé /  
printed / estampado / bedrukt  
Modèle: Macola S.A., Zurich  
Photo Tenca

by the edgings; even terry-cloth, which is widely used for beach wear, is decorated with embroidered motifs. The guipures and cut-out embroideries, which are so popular for summery evening dresses, vie with one another in richness and originality. However guipure is also available in simple but always charming designs, which will spread its popularity to women with limited budgets.

All these charming and delightful novelties for the summer 1965, produced by first-class firms, have been created with great talent by a number of Swiss couture and ready-to-wear firms which contributed greatly to the success of the recent showing organized by the Publicity Centre of the Swiss Cotton and Embroidery Industry in St-Gall.

FORSTER WILLI & CO.,  
SAINT-GALL ▶  
Broderie découpée  
Cut-out embroidery  
Bordado cortado  
Spachtelspitze  
Modèle: « Mira »,  
L. Gossenbacher S.A., Zurich  
Photo Tenca



RAU S.A., SAINT-GALL ▶▶  
Broderie de laine  
Wool embroidery  
Bordado de lana  
Wollstickerei  
Modèle: Couture Marianne,  
Saint-Gall  
Photo Rév

