

Letter from Germany

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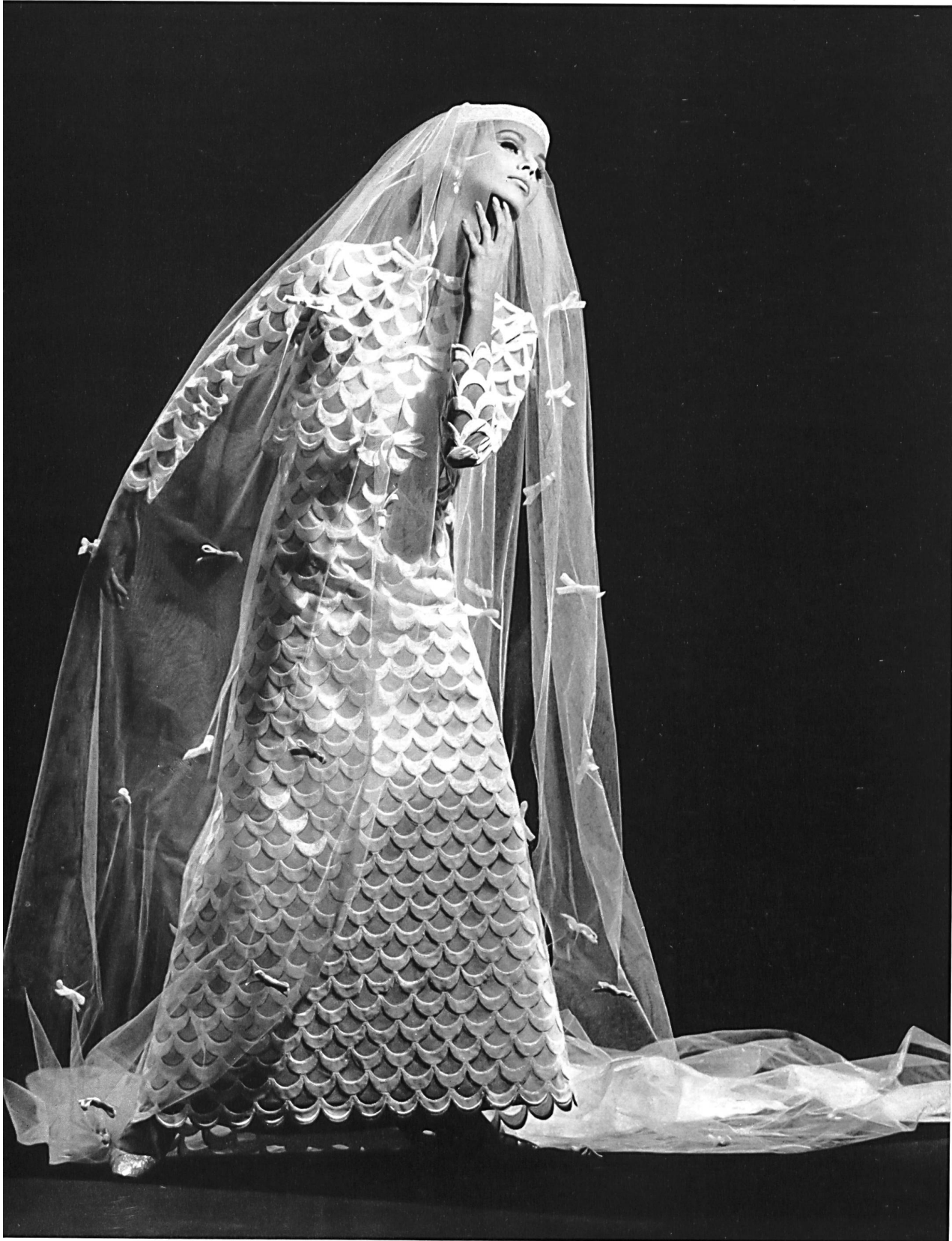
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Letter from Germany



UNION S.A.,
SAINT-GALL
Broderie découpée sur ve-
lours, appliquée sur tulle
Samt-Spachtelstickerei auf
Tüll appliziert
Modèle Toni Schiesser,
Francfort
Photo Stephan

If dresses in embroideries and embroidered fabrics are in fashion all the year round, thanks are largely due to the enterprising and imaginative embroiderers of St. Gall. They are not content to rest on their laurels in fact, but are ever on the lookout for new ways of keeping their traditional art young and adapting their creations — materials and designs — to all important fashion trends just as they do to the changing rhythm of the seasons.

While in summer tulle, and cotton and silk organdie are in greatest demand, in winter velvet, wool and chenille are the favourites for evening dresses. Whether youthful or sophisticated, sporting or romantic, the lovely creations in St. Gall embroidery, especially those that Toni Schiesser of Frankfurt creates with such consummate art, prove irresistible to women of fashion.

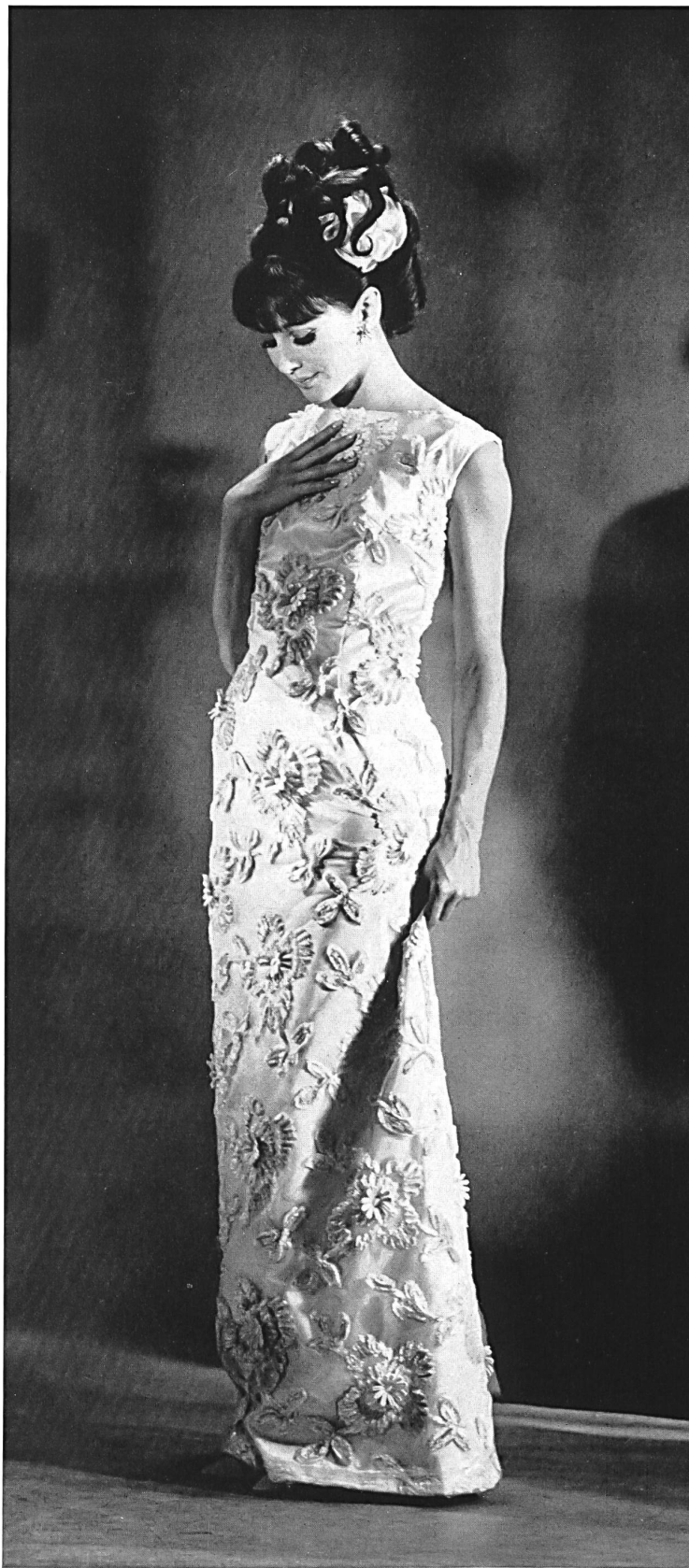
In one field especially, that of bridal fashions, embroidery reigns supreme. It is not only in the collections of Parisian Haute Couture that a great part of bridal gowns are made of embroideries or embroidered fabrics of St. Gall: in Germany too, they are worn by many a young bride for the great day in her life. Recently, in her bridal fashion shop (Frankfurt/Stuttgart), Gertrude Horn featured a most original going-away coat in St. Gall embroidery. The demand for glamorous bridal gowns, if possible with the train forming part of the dress itself, is on the increase. But, as a general rule, the models in greatest demand are those which can later be converted without too much difficulty into a short cocktail dress. It is mainly brides who are no longer in the first flush of youth who prefer this solution; in addition, they choose champagne colour rather than white. In such cases, the combination of satin and embroidery is very popular.

*

The sensation stirred up last summer by the « monokini » has at least had the effect of making women more inclined to go in for very low décolletés, with natural repercussions on lingerie. At the International Salon of Lingerie and Corsetry held in Cologne every autumn, the leading manufacturers outdid each other in daring. It might even be said, without exaggeration, that they succeeded in throwing invisible bridges between one invisible « nothing » and another.

In the manufacture of underwear and night attire, Swiss materials play a leading role — not only embroideries and embroidered fabrics but also, above all, high quality cotton fabrics like voile, crêpe and batiste, almost always in finishes that make them easy to look after and ironing — if absolutely indispensable — a mere game. In this field, they have considerably reduced the part played by synthetic fibres, which one would never have thought possible a few years ago. In regard to jersey lingerie, the specialized firms offer lingerie sets only in natural fibres: cotton, wool and silk, which almost always means Swiss products.

In addition to stretch fabrics, the manufacturers of lingerie and corsets are working on another idea, that of matching sets. They want to persuade women to buy sets of several different undergarments all matching each other. Their idea is that every item of underwear, from bras and pantie-girdles to slips, and even pyjamas and



FORSTER WILLI & CO.,
SAINT-GALL

Broderie chenille sur tulle
Chenille-Stickerei auf Tüll
Modèle H. W. Busse, Berlin
Photo F. Scheibe

wraps, should be made of the same fabric, in the same colour, with the same design — stripes, flowers, etc. — and the same trimmings of lace or embroidery.

*

At the last showings of the ready-to-wear collections in Berlin, we noticed the appearance of a new firm: Ernst Kuchling, who used to work for Detlev Albers, has started up on his own and showed a very lovely youthful collec-



UNION S.A.,
SAINT-GALL
Broderie découpée sur
velours,
avec applications
Samt-Spachtelspitze
mit Applikationen
Modèle Zweigler,
Wasserliesch
Photo F. Scheibe



UNION S.A.,
SAINT-GALL
Velours guipure
Samtguipure
Modèle Toni Schiesser,
Frankfort
Photo Stephan

tion, in which simple two-piece outfits in crêpe with the top worked in Swiss embroidery, were well to the fore, as they used to be in Albers' collections.

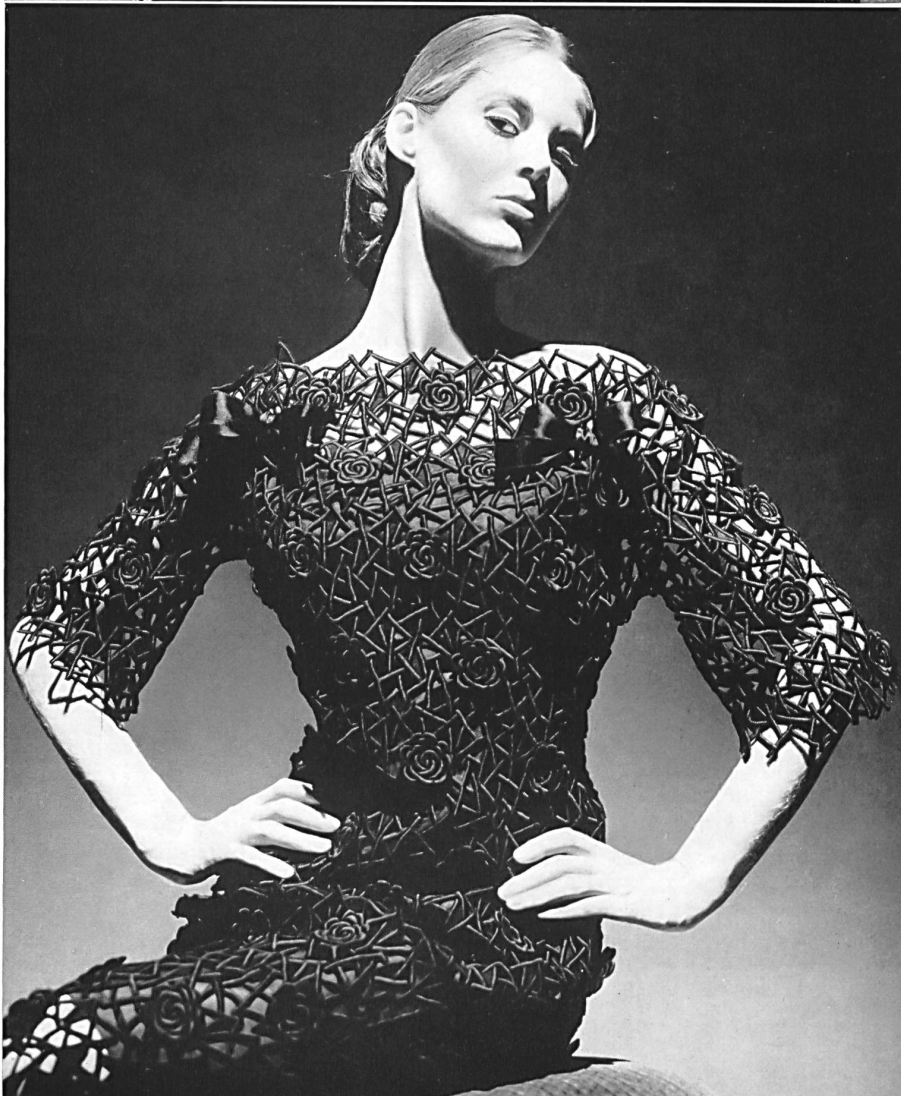
Among the young up-and-coming designers who are making a name for themselves in professional circles and with the press, we must also include H. W. Busse (Berlin) and Manfred Henninger who, together with his business partner Willy Siebert, took over two years ago the famous old firm of «acofra» in Frankfurt. While Busse goes in mainly for cocktail and evening dresses, for which he uses St. Gall embroideries and guipure applications with consummate skill, Manfred Henninger creates coats, suits

and outfits. His spring-summer 1965 collection contains a number of extremely smart blazers and redingotes in worsted with club stripes and very attractive suits in staple fibre with glencheck designs, both of Swiss origin. When asked why he made such lavish use of Swiss fabrics, Manfred Henninger replied: «Because one can have confidence in Swiss manufacturers, who are capable of carrying out orders in a very short time. And naturally, also because of the excellent quality of their fabrics.»

Emily Kraus-Nover



A. NAEF & CIE S.A., FLAWIL
(SAINT-GALL)
Guipure
Modèle H. W. Busse, Berlin
Photo F. Scheibe



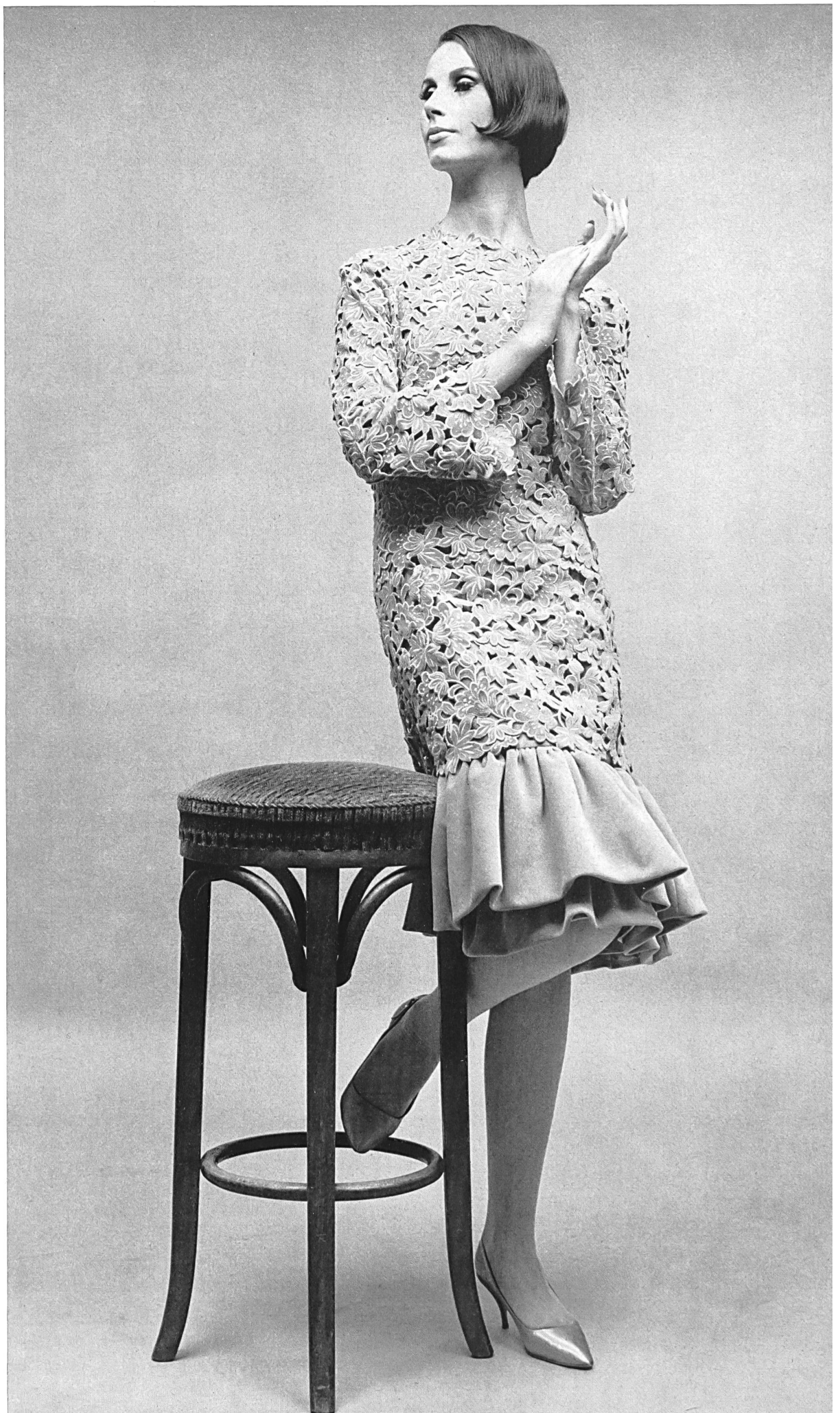
A. NAEF & CIE S.A., FLAWIL
(SAINT-GALL)
Guipure
Modèle Toni Schiesser, Francfort
Photo Riehl



A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
Broderie / Stickerei
Modèle Toni Schiesser, Francfort
Photo Stephan



UNION S.A.,
SAINT-GALL
Broderie sur velours vert
émeraude
Smaragdgrüne
Samstickerei
Modèle Toni Schiesser,
Francfort
Photo Stephan



UNION S.A.,
SAINT-GALL
Guipure velours
Samtguipure
Modèle Toni Schiesser,
Francfort
Photo Riehl



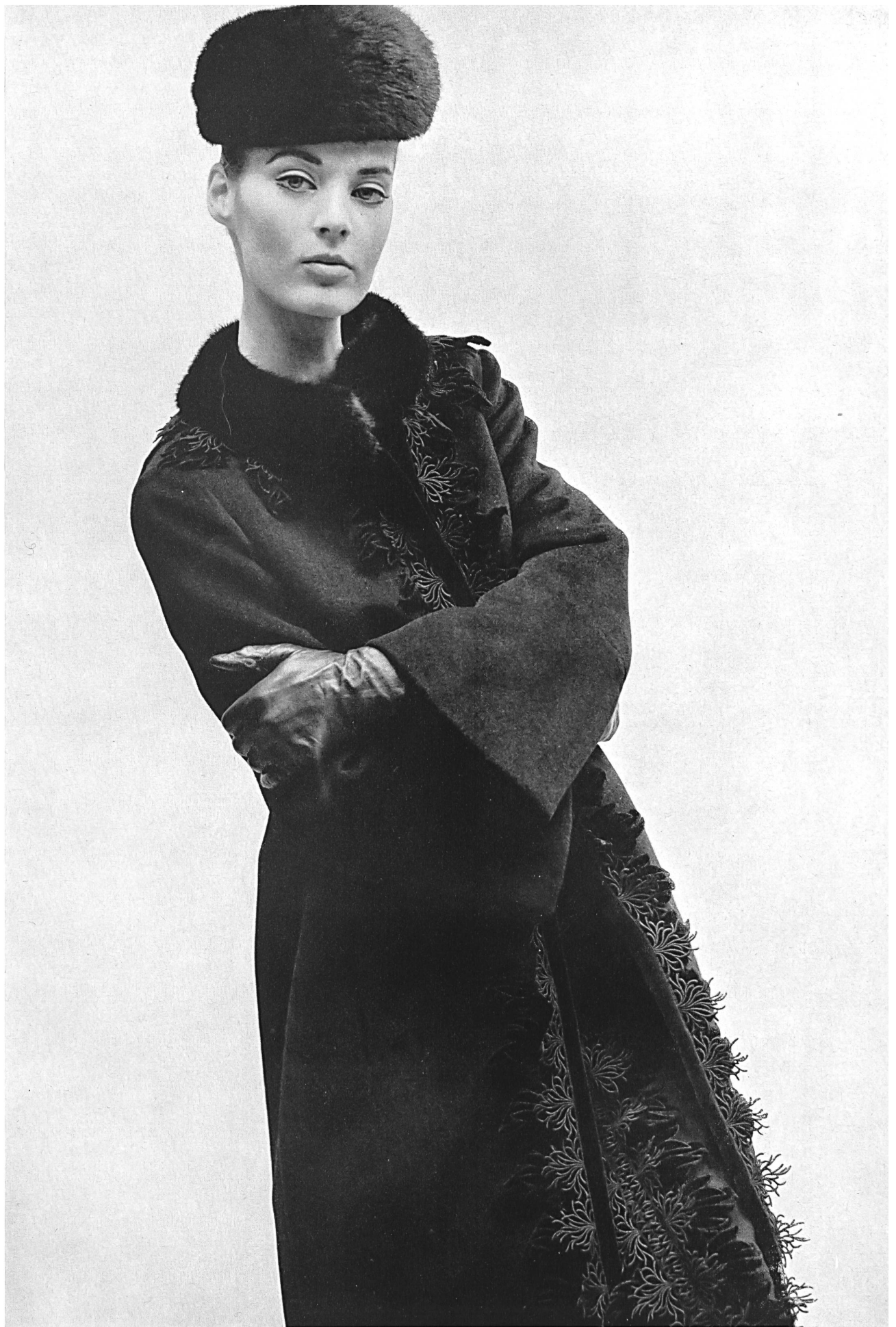
FORSTER WILLI & CO., SAINT-GALL
Guipure
Modèle Gehringer-Glupp, Berlin
Photo F. Scheibe



FORSTER WILLI & CO., SAINT-GALL
Guipure
Modèle Ernst Kuchling, Berlin
Photo F. Scheibe



GUGGENHEIM & EINSTEIN, ZURICH
Tissu de laine peignée olive
Olivfarbenes Kammgarngewebe
Modèle « acofra », Francfort
Photo Riehl



A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
Galon de velours avec application de guipure
Modèle Toni Schiesser, Francfort
Photo Riehl



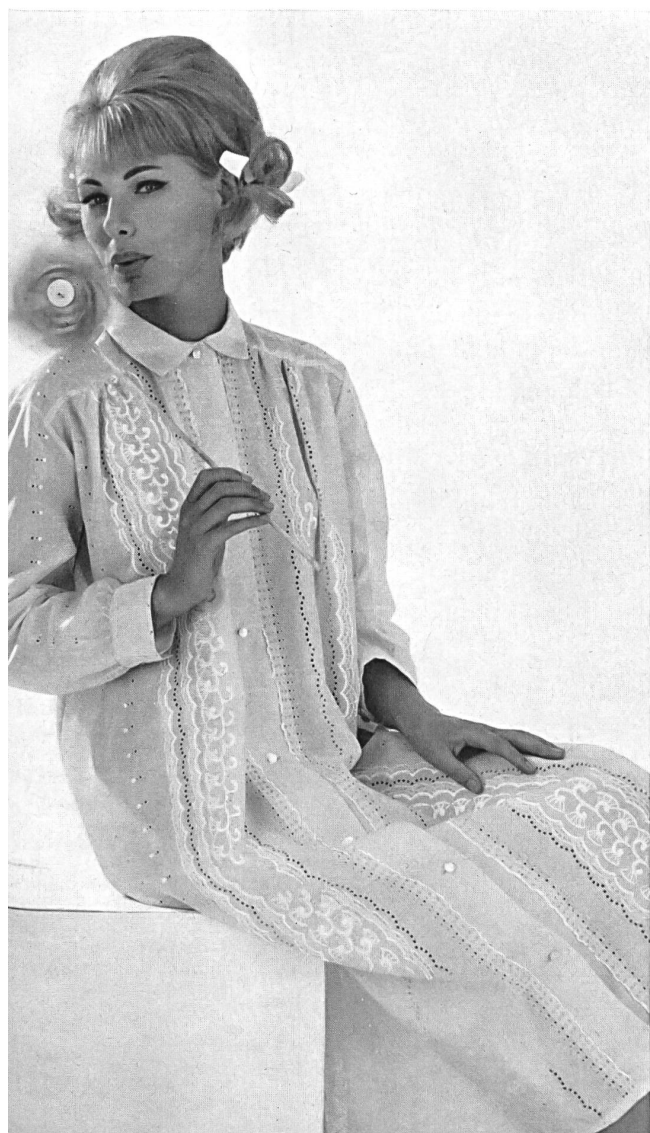
O. WESSNER & CO. GmbH,
 SAINT-GALL
 Batiste de coton Swiss Minicare
 Swiss Minicare Baumwollbatist
 Modèle Juhre Wäsche, Hambourg
 Photo Irmgard Wolf



HAUSAMMANN TEXTILES
 S.A., WINTERTHUR
 Batiste de coton Swiss Minicare
 Swiss Minicare Baumwollbatist
 Modèle Elsbach Wäschefabriken,
 Herford
 Photo Irmgard Wolf

SWISS MINICARE
 JOSEPH BANCROFT & SONS
 CO. AG. ZURICH

«NELO», J. G. NEF & CO. S.A., HERISAU
Broderie sur batiste de coton Swiss Minicare
Stickerei auf Swiss Minicare Baumwollbatist
Modèle Elsbach Wäschefabriken, Herford
Photo Irmgard Wolf



ALONDRA S.A., WIL (SAINT-GALL)
Broderie sur tissu de coton Swiss Minicare
Stickerei auf Swiss Minicare Baumwollstoff
Modèle Elsbach Wäschefabriken, Herford
Photo Irmgard Wolf

SWISS MINICARE
JOSEPH BANCROFT & SONS CO. AG.,
ZURICH