

Letter from Germany

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Objektyp: **Article**

Zeitschrift: **Swiss textiles [English edition]**

Band (Jahr): - **(1965)**

Heft 3

PDF erstellt am: **14.09.2024**

Persistenter Link: <https://doi.org/10.5169/seals-798355>

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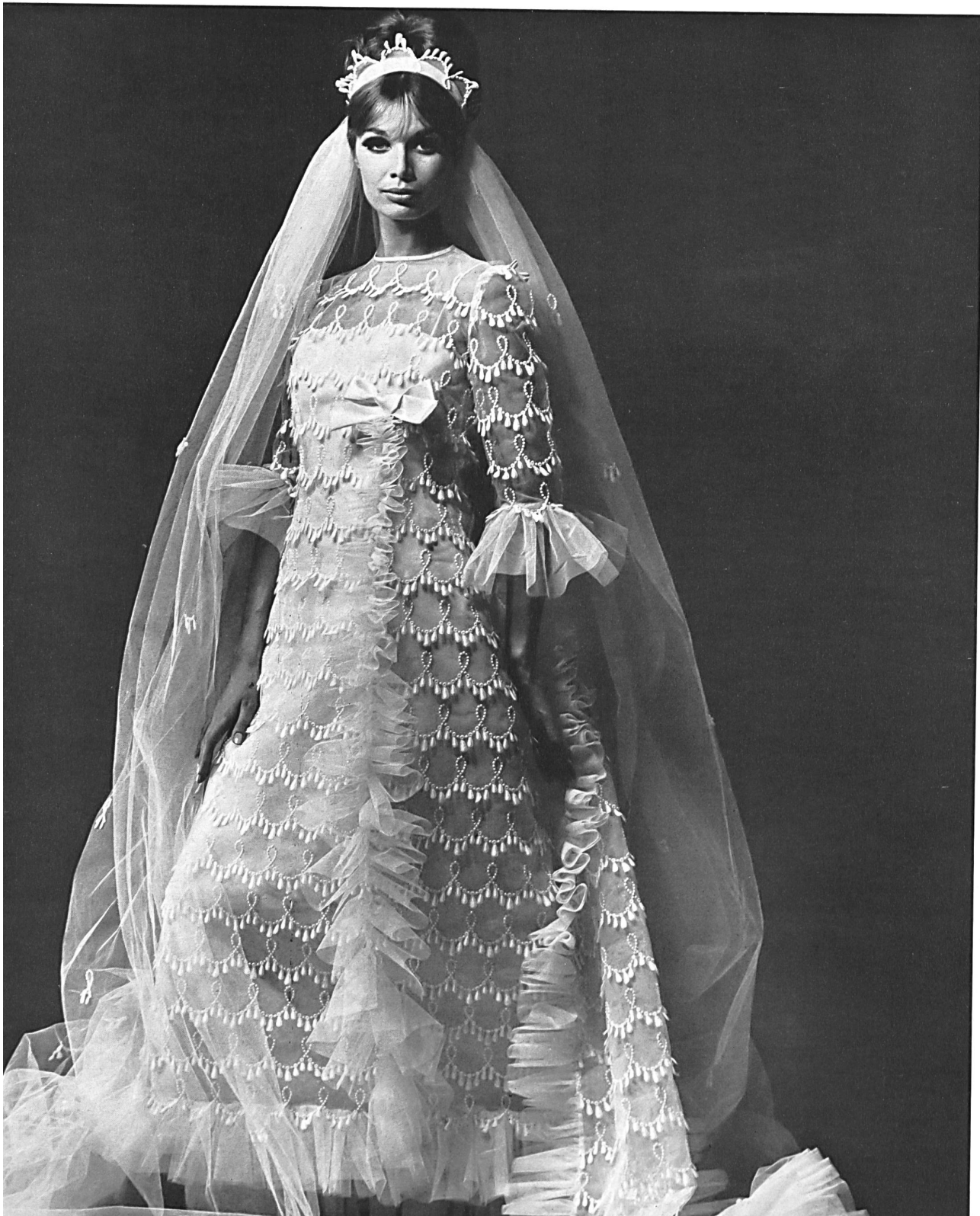
Letter from Germany

In Germany, the 1965 summer fashion swings between two extremes: the romantic «My Fair Lady» touch and the geometric simplicity of the Courrèges style. No matter how diametrically opposed these two trends may appear, they nevertheless have one thing in common — they both make lavish use of Swiss embroideries and lace!

Once again the Frankfurt couturière Tony Schiesser, aptly named the Queen of Lace by the fashion and textile

press, reigns supreme. It is unbelievable the diversity of models she has created with the most exclusive and most precious St. Gall creations; the technical skill she has shown in the use of these very delicate materials is unequalled and her supremacy unrivalled.

This season the embroideries that have met with the greatest success are those with a strongly marked character like macramé, string guipure and cut out embroideries



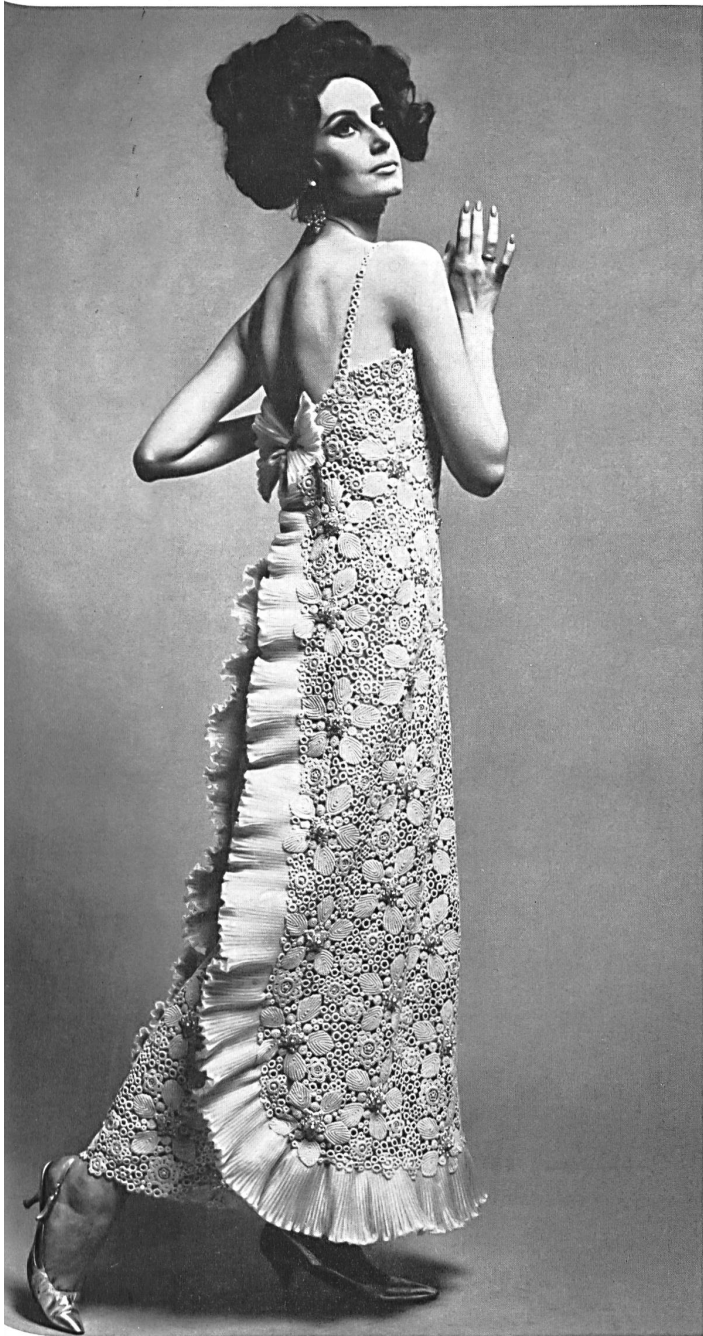
UNION S.A.,
SAINT-GALL
Guipure appliquée sur
tulle
Aetzstickerei appliziert
auf Tüll
Modèle Toni Schiesser,
Francfort s/M.
Photo Stephan

with attractive superimposed effects; the shades are mostly écreu. Tony Schiesser uses these embroideries according to their type: a trifle boldly, with confident, often almost sporting lines. But she eases the weight of the big designs by trimming dresses and the coats of outfits with filmy ruching of pleated organza, often in two or three layers.

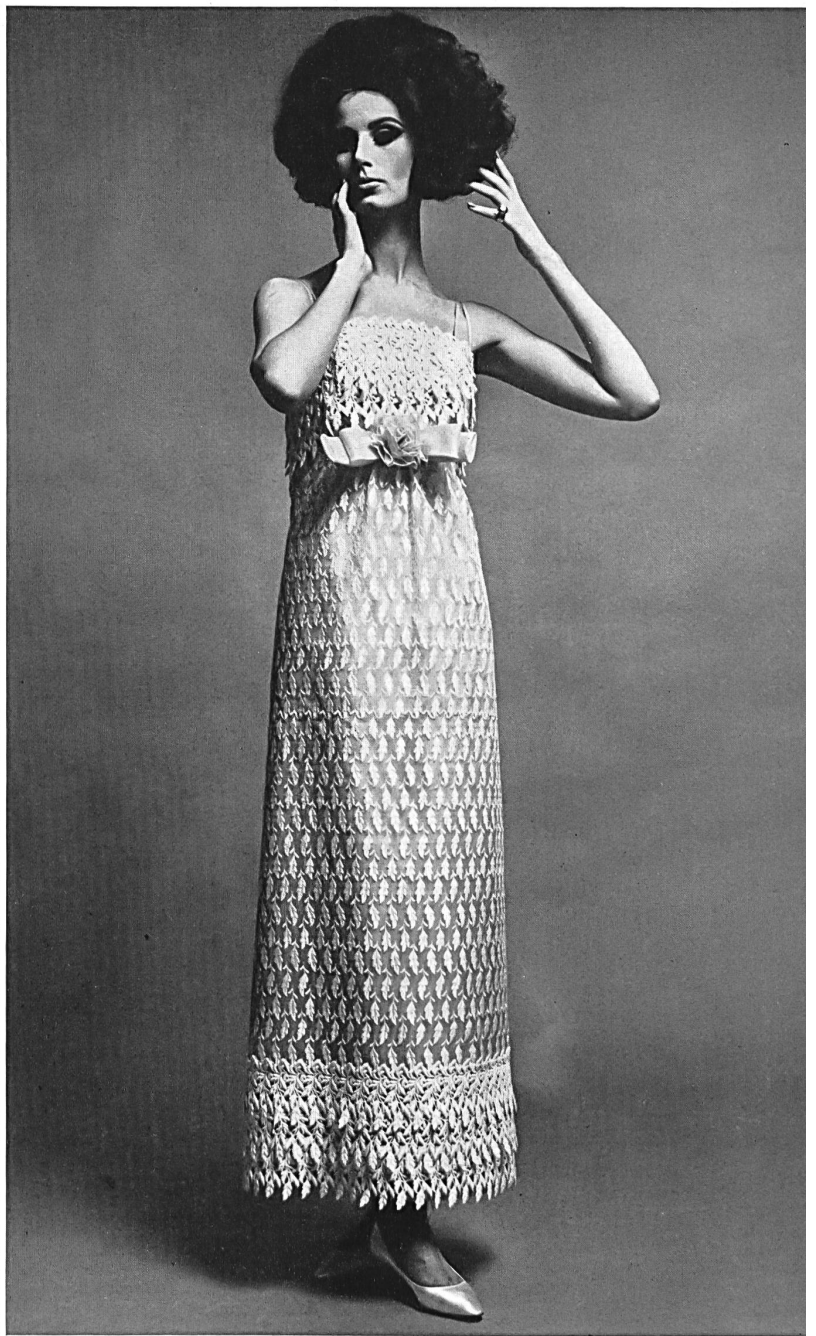
She recently used, with outstanding success, another Swiss textile: a delicately printed cotton voile light as a mist. Her most exacting clients succumbed en masse to the ethereal charm of an afternoon dress with a deep décolleté, and sleeves decked with pleated flounces.

The big hit as regards fabrics is jersey — and its popularity is still growing. Jersey in wool, chemical fibres, mixtures or cotton even. Switzerland also offers us a cotton jersey with exceptional wearing qualities; various well-known ready-to-wear manufacturers have therefore presented a number of very chic models cut in this «Tricolor» article, mainly summer suits and leisure outfits.

In bridal fashions, which traditionally belong to the field where lace and embroidery are at their most attractive, designers now take into account the wishes of today's girls and young women who, for this solemn occasion, prefer the little bridal gown that can be transformed: fashion



FORSTER WILLI & CO., SAINT-GALL
Guipure
Modèle Toni Schiesser, Francfort s/M.
Photo Riehl



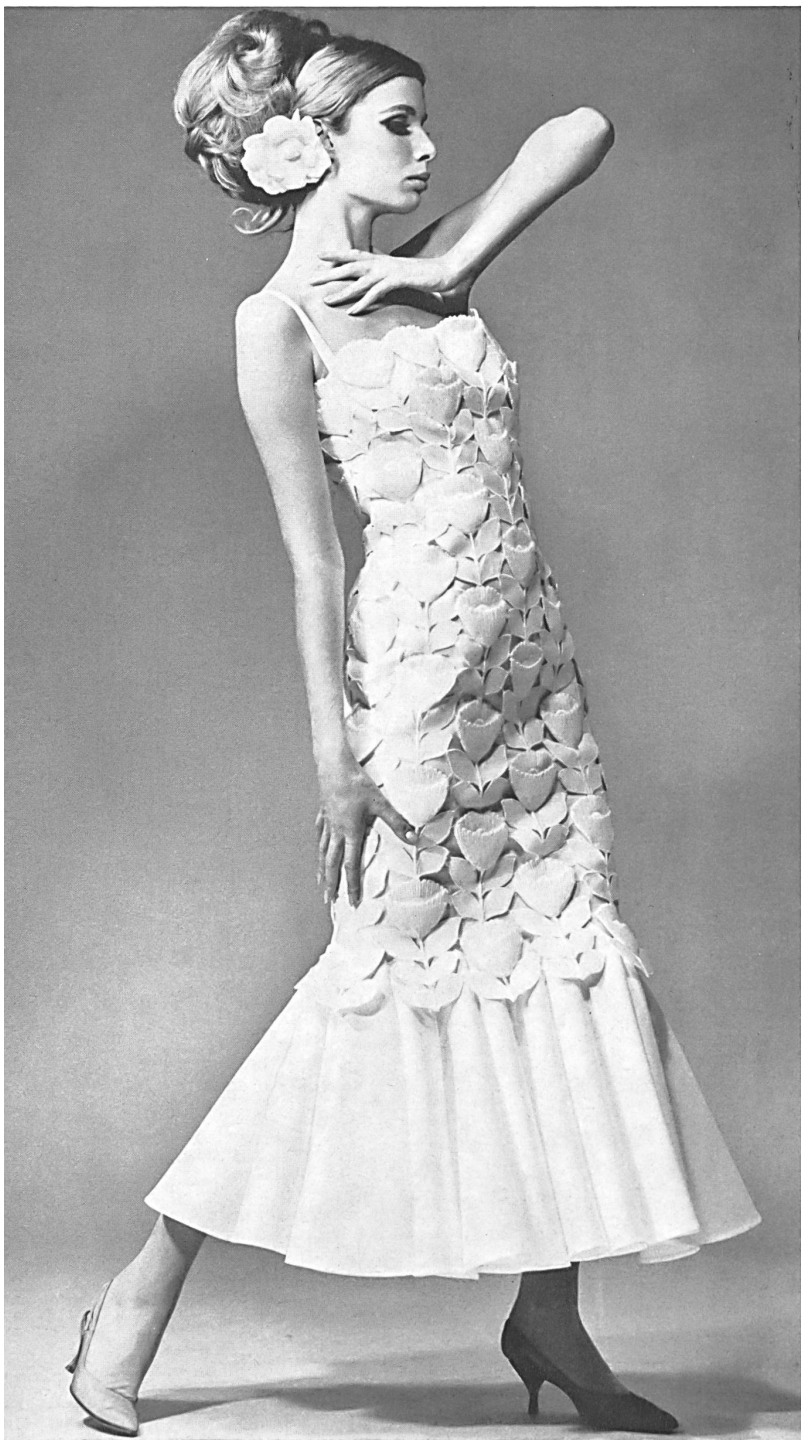
FORSTER WILLI & CO., SAINT(GALL
Organza brodé, avec applications de guipure
Besticker Organza mit Guipureapplikationen
Modèle Toni Schiesser, Francfort s/M.
Photo Riehl

with a future! But even so there is no limit to the sumptuousness of the materials. It is here that heavy guipures and macramés really come into their own.

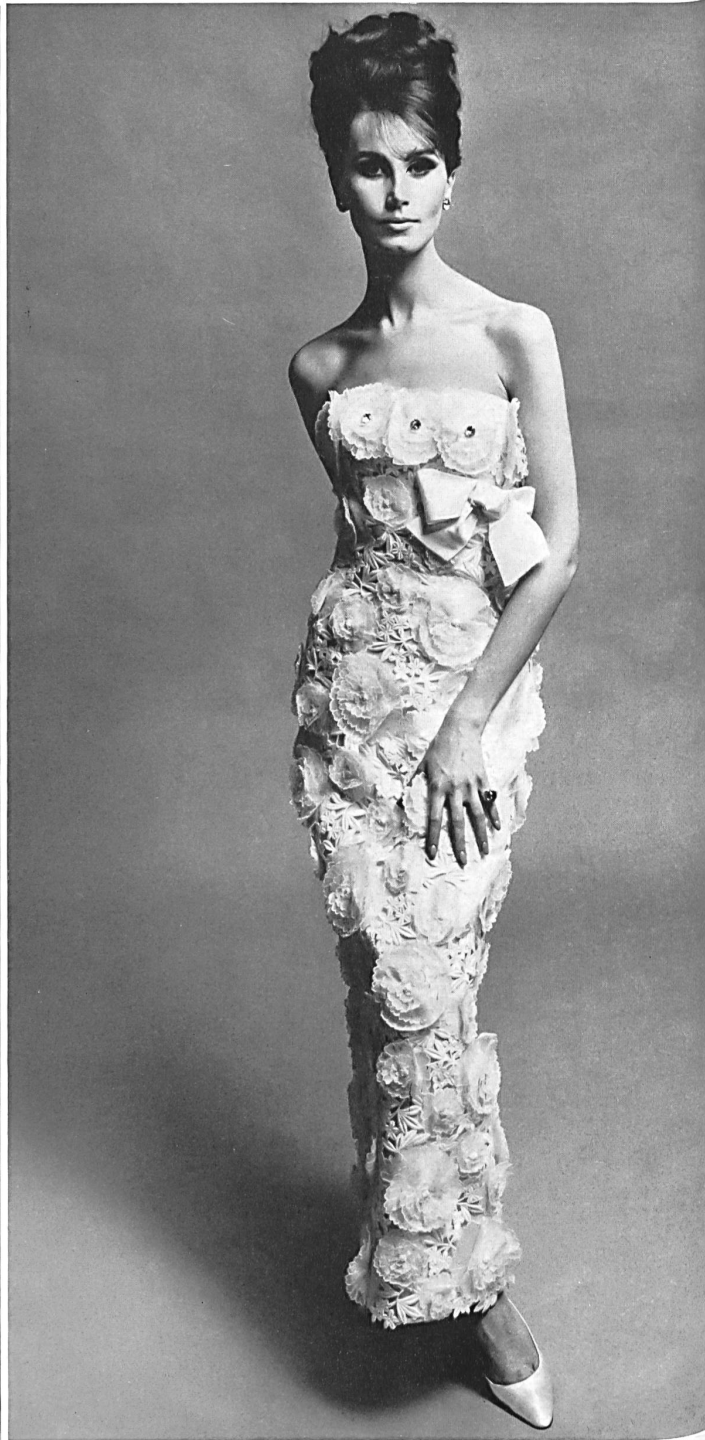
Next winter Germany's smart set will undoubtedly go overboard for the new wool embroideries and lace which, for the moment, are still preciously guarded in the sample

cupboards of St. Gall embroiderers and have only been shown to a chosen few. They raise difficult but extremely interesting problems requiring all the imagination and skill of couturiers — and we can hardly wait to see how they will be solved.

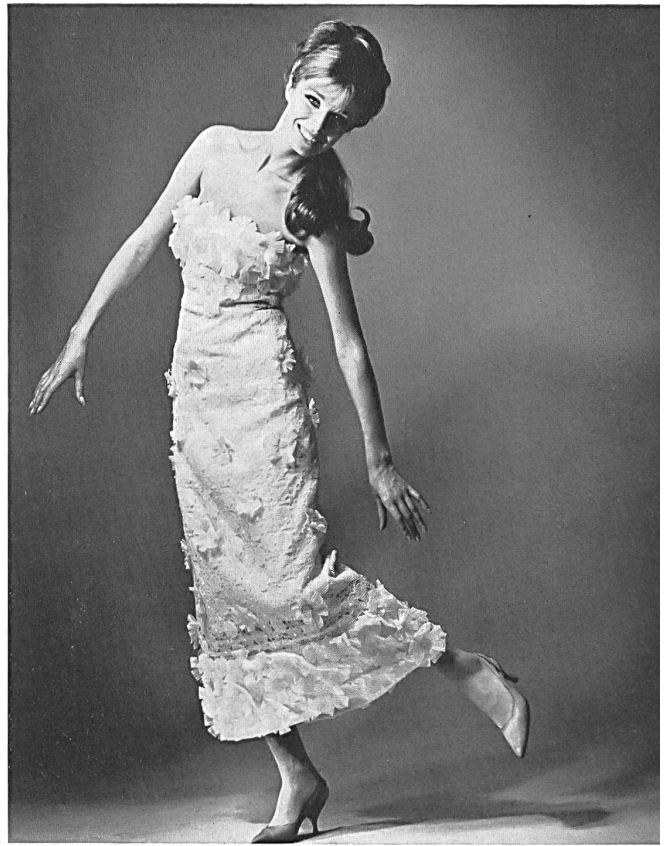
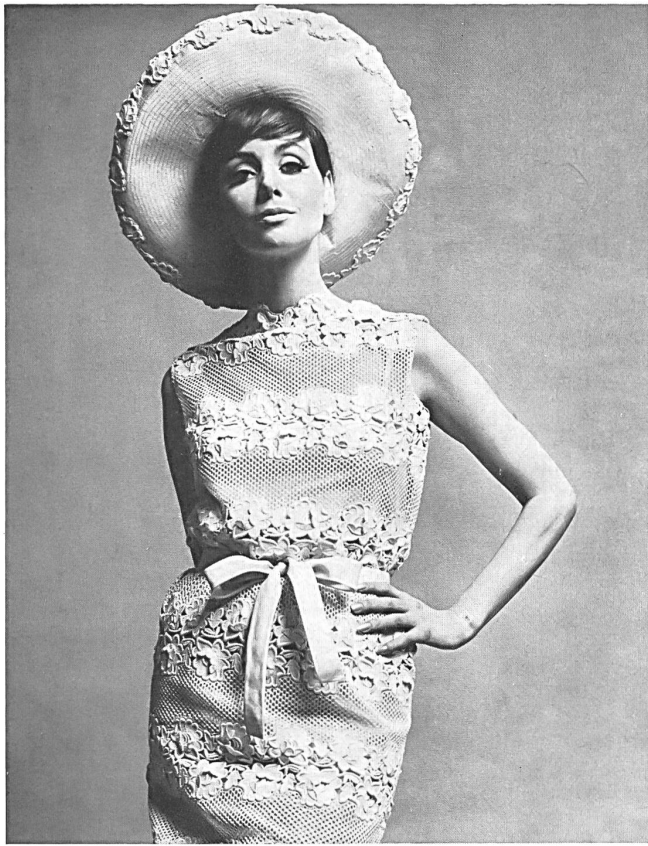
Emily Kraus-Nover



A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
 Galon sur piqué
 Modèle Toni Schiesser, Francfort s/M.
 Photo Stephan

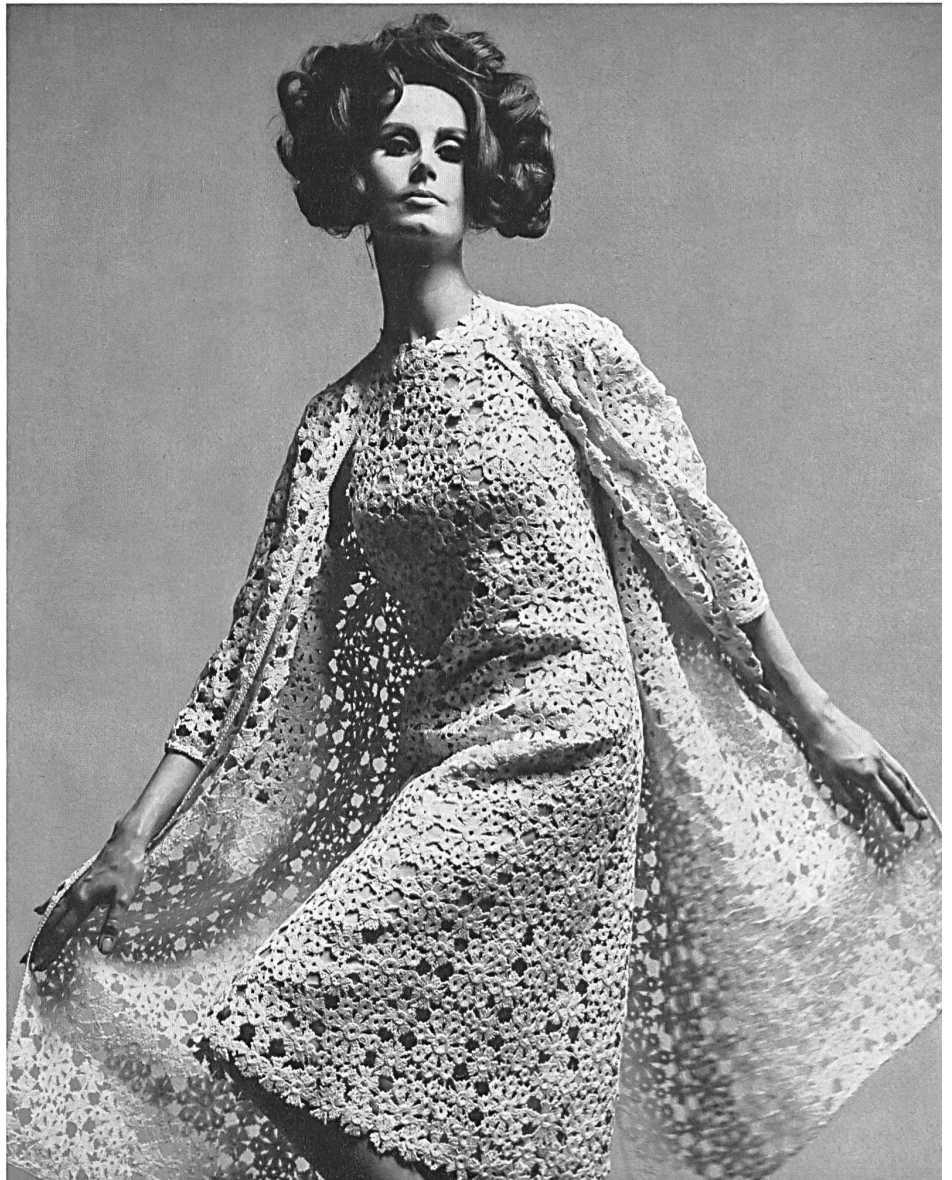


A. NAEF & CIE S.A., FLAWIL (SAINT-GALL)
 Galon d'organdi à motifs superposés
 Organdy — Galon mit überbestickten Motiven
 Modèle Toni Schiesser, Francfort s/M.
 Photo Riehl



« FISBA »
 CHRISTIAN FISCHBACHER
 CO., SAINT-GALL
 Guipure macramé
 Macramé-Spitze
 Modèle Toni Schiesser,
 Francfort s/M.
 Photo Riehl

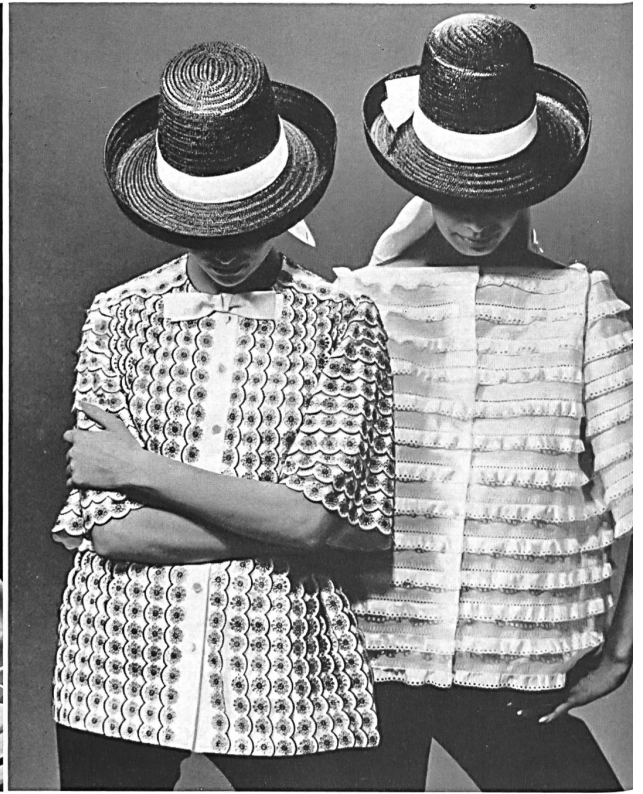
« FISBA »
 CHRISTIAN FISCHBACHER
 CO., SAINT-GALL
 Broderie découpée sur organdi
 avec applications
 Organdi-Spachtelspitze mit
 applizierten Blüten
 Modèle Toni Schiesser,
 Francfort s/M.
 Photo Stephan



NEUBURGER & CIE S.A.,
 SAINT-GALL
 Guipure macramé écreu
 Schnürli-Guipure écreu
 Modèle Toni Schiesser,
 Francfort s/M.
 Photo Riehl

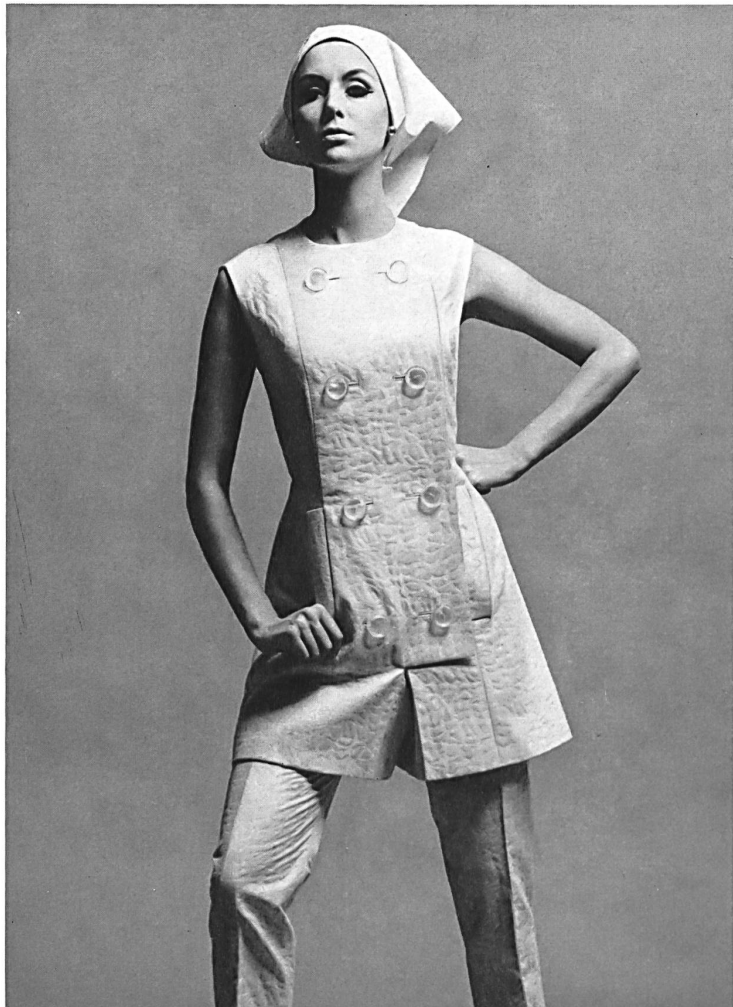


UNION S.A., SAINT-GALL
 Col de Guipure
 Guipure-Kragen
 Modèle Wilhelm Büngener, Lage/Lippe
 Photo Hansjochen Garmhausen

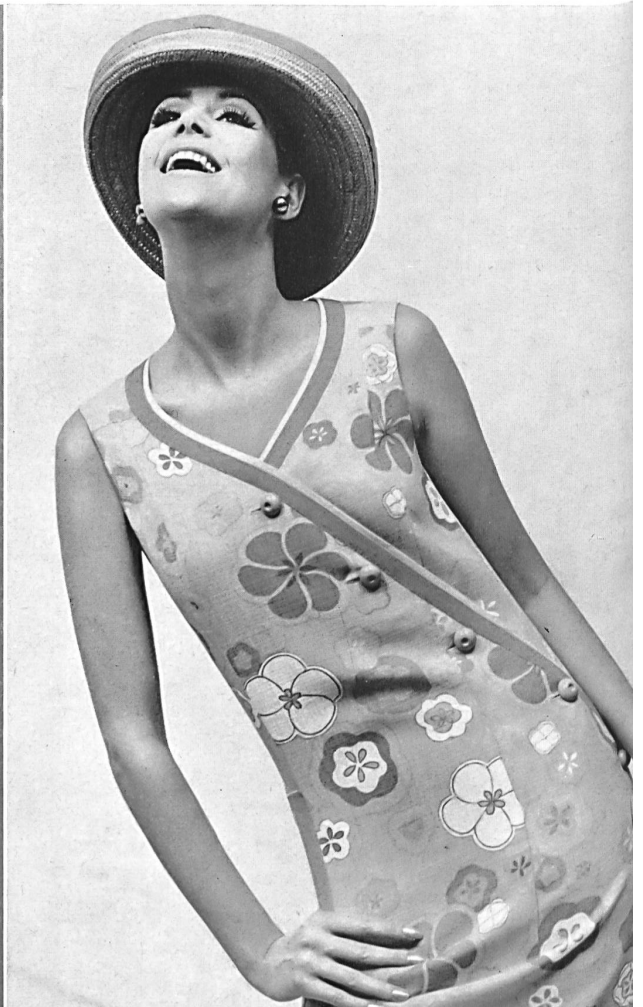


UNION S.A., SAINT-GALL
 Broderie anglaise
 Lochstickerei
 Modèle Toni Schiesser, Francfort s/M.
 Photo Stephan

METTLER & CIE S.A., SAINT-GALL
 Coton fantaisie uni
 Uni Phantasie-Baumwolle
 Modèle Toni Schiesser, Francfort s/M.



METTLER & CIE S.A., SAINT-GALL
 Tissu lin imprimé
 Bunter Leinendruck
 Modèle Toni Schiesser, Francfort s/M.





METTLER & CIE S.A., SAINT-GALL
Voile de coton imprimé
Bedruckter Baumwoll-Voile
Modèle Toni Schiesser, Francfort s/M.
Photo Riehl

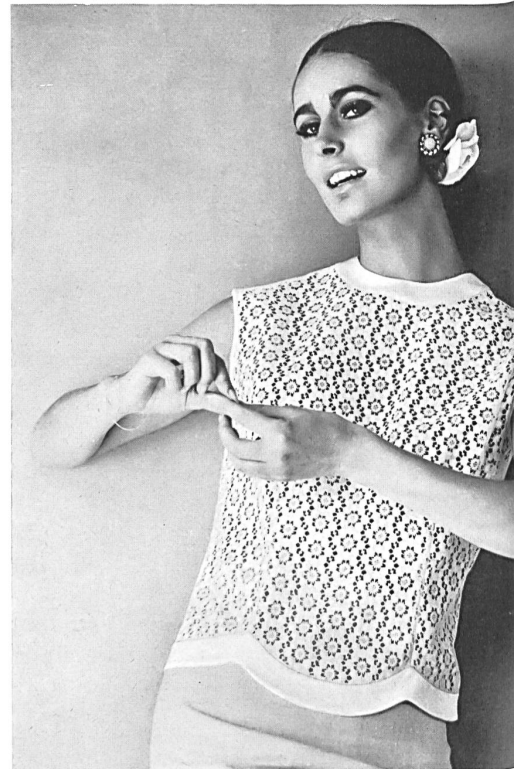


«RECO» REICHENBACH
& CIE S.A., SAINT-GALL
Piqué côtelé brodé
Bestickter Rippen-Pikee
Modèle Studio-Dress,
Eitorf
Photo Scheibe



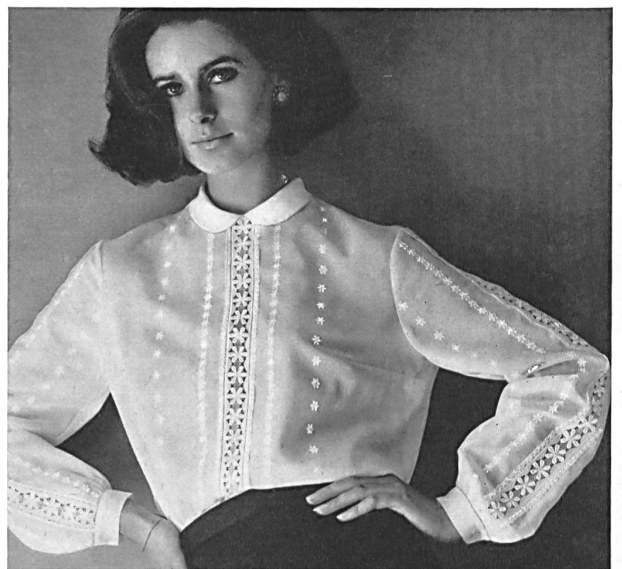
«RECO» REICHENBACH
& CIE S.A., SAINT-GALL
Voile Recoluxe fantaisie
Modèle Studio-Dress,
Eitorf
Photo Scheibe

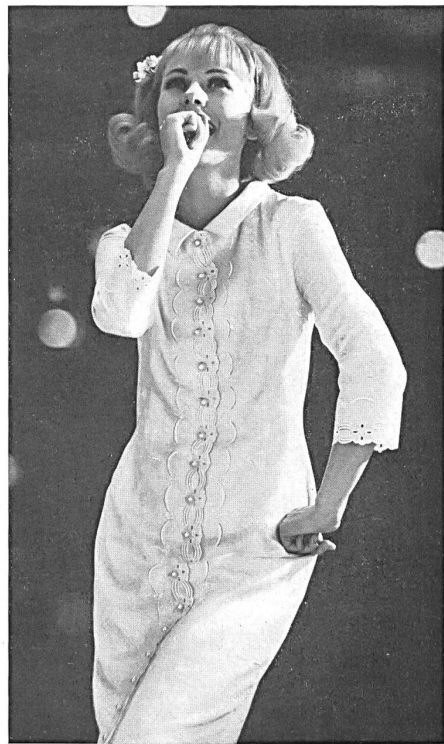
«RECO» REICHENBACH & CIE S.A.,
SAINT-GALL
Broderie sur batiste Mimicare
Modèle Wollenschläger, Baden-Baden
Photo Lautenbacher



«RECO», REICHENBACH & CIE S.A.,
SAINT-GALL
Voile Recoluxe imprimé / bedruckt
Modèle Frankenwäler E. Held K.G., Münchberg

«RECO» REICHENBACH & CIE S.A.,
SAINT-GALL
Voile Recoluxe brodé / bestickt
Modèle Wollenschläger, Baden-Baden
Photo Lautenbacher





METTLER & CIE S.A., SAINT-GALL
 Tissu de coton fantaisie Minicare
 Phantasie Swiss Minicare Baumwollstoff
 Modèle Carola Murek, Hambourg
 «Swiss Minicare» Joseph Bancroft & Sons Co.
 AG., Zurich

SETARTI S.A., ZURICH
 Broderie sur tissu de coton Minicare
 Stickerei auf Minicare Baumwoll-Gewebe
 Modèle Schröder-Wulf, Hambourg
 «Swiss Minicare» Joseph Bancroft & Sons Co. AG.,
 Zurich

**«FISBA», CHRISTIAN FISCHBACHER CO.,
 SAINT-GALL**
 Bordures brodées sur coton Minicare
 Gestickte Bordüren auf Minicare Baumwoll-
 stoff
 Modèle Schröder-Wulf, Hambourg
 «Swiss Minicare» Joseph Bancroft & Sons Co. AG.,
 Zurich
 Photos Irmgard Wolf



HEER & CIE S.A., THALWIL (ZURICH)
 Tissus lin, uni et imprimé
 Leinen uni und bedruckt
 Modèle Lürman & Co., Rottach-Egern
 Photo Lore Wolf