

London : symbol of success

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Maxton Blouse Co., London

Elegant shirt in Swiss striped cotton satin
Colours: pink, sky, white, lemon, beige and kingfisher
Fabric by **Fisba de Saint-Gall** (St. Gall)

London Symbol of Success

In the spring of 1967, cotton will be the IN fabric in the blouse sector, especially for shirt blouses in crepon which already topped the lists last season. But while last year op-art designs in black and white, and plain fabrics in delicate pastel shades were all the rage, the emphasis this year has switched — for sporting and youthful crepon, as well as for voile (also in Terylene®) and the more feminine cotton satin — to brighter colours: apple green, mimosa, lilac, riviera blue, beige, purple, orange, emerald and fuchsia, in wide or narrow stripes, checks or other more traditional designs. Crepon is popular not only for its wrinkled tree-bark look, but also because it is easy to wash by hand (but not by machine!) and the crêpe effect — woven into the fabric — is permanent; in addition it is light and soft in spite of its firm handle, absorbent and pleasant next to the skin. London manufacturers use it for a great number of models, some of which we show here. The most sporting models are unmistakably inspired by men's shirt styles.



Maxton Blouse Co., London
Elegant blouse with tie neck
in delicate Swiss embroidered design
with Terylene thread on Terylene
Colours: white, pink or blue
Embroidery by **Forster Willy & Co., St. Gall**



Maxton Blouse Co., London
Shirt in a fine Swiss voile
Colours: pink/pale blue,
blue/lime, yellow/green
Fabric by **Stoffel Ltd., St. Gall**

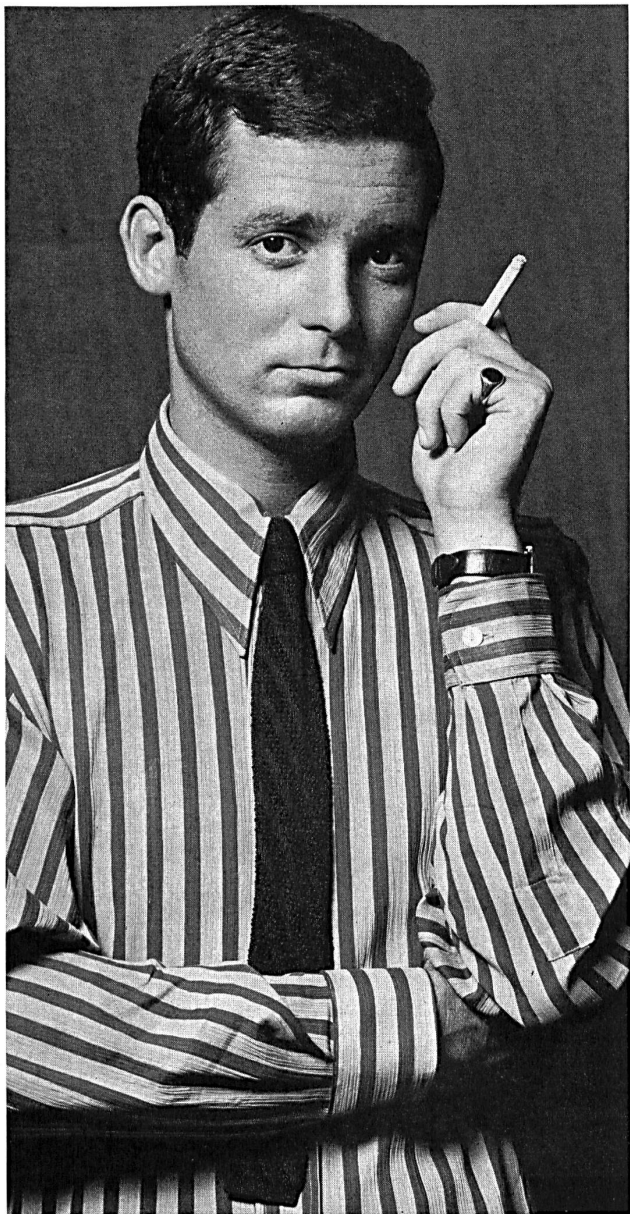
Maxton Blouse Co., London
Shirt in a multi-coloured
print on Swiss Crepon
Colours: three different colourways-
apple green, orange, lilac, purple,
pink and mimosa combinations
Fabric by **Mettler & Co. Ltd., St. Gall**



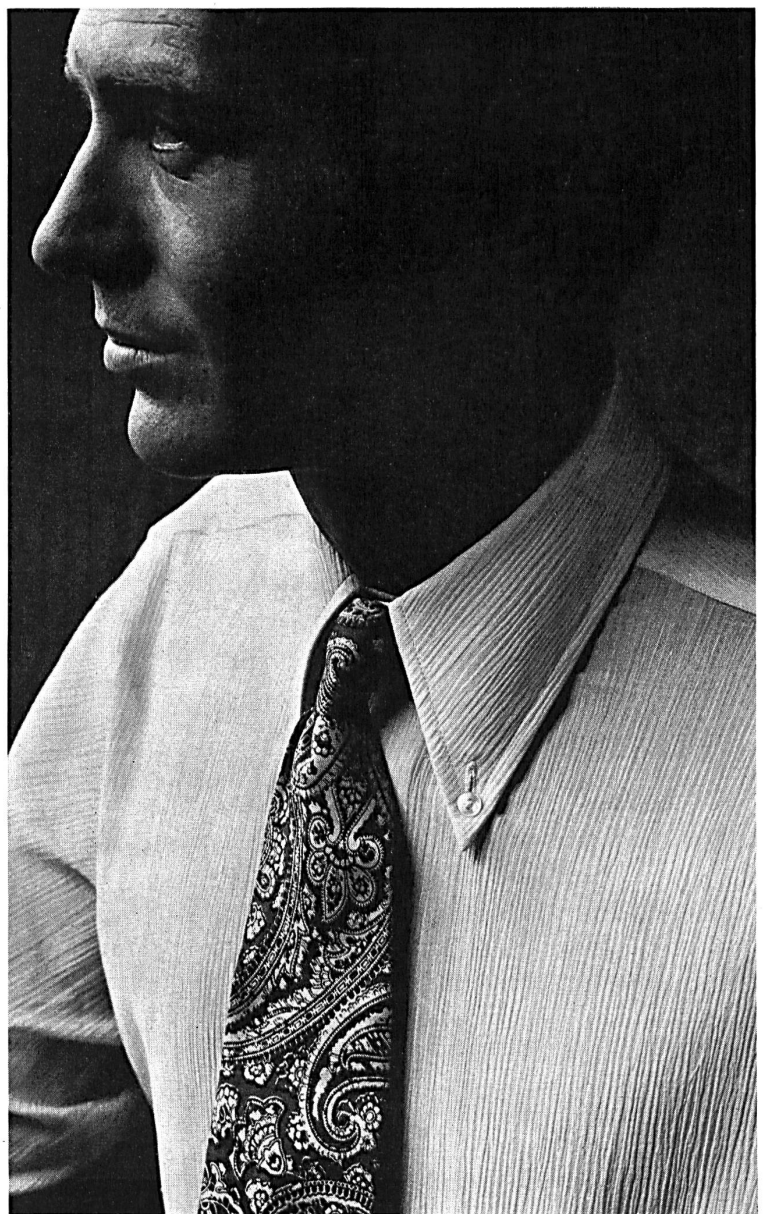
John Craig, London
Shirt in new printed stripe pattern
in twenty different striking
colour combinations on
Swiss Crepon
Fabric by **Mettler & Co. Ltd., St. Gall**



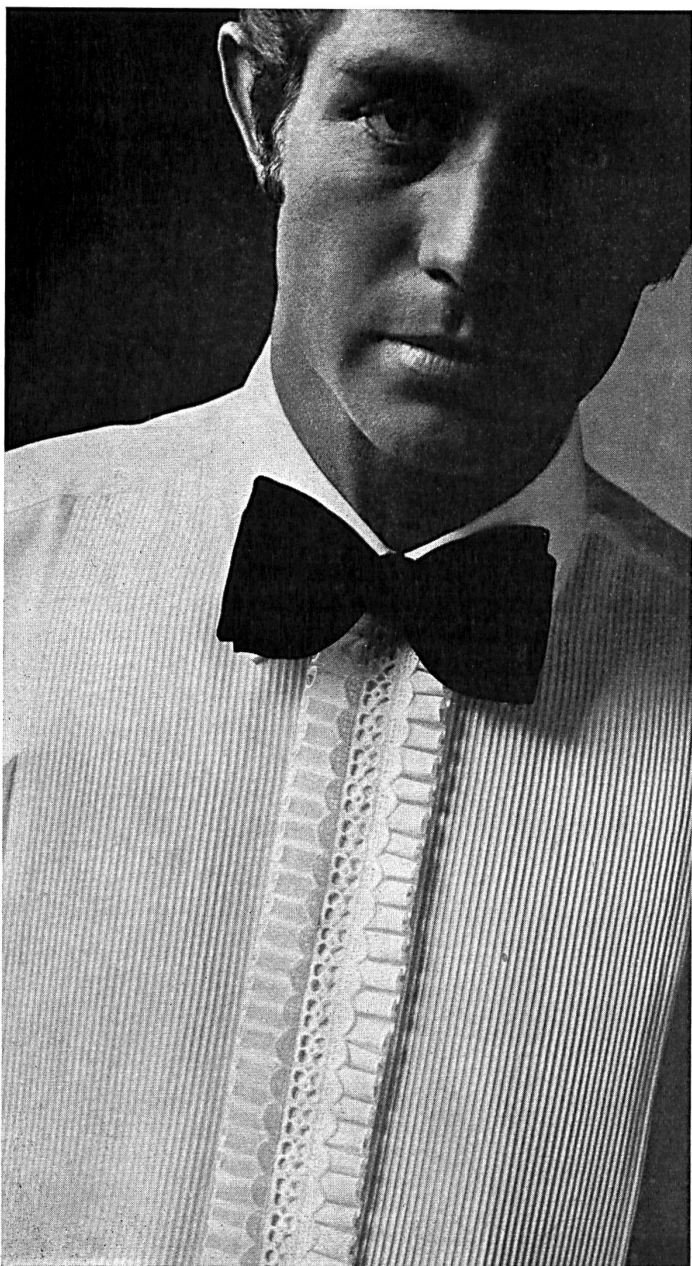
Stanley Adams, London
Shirt in printed stripes
on Swiss cotton crepon
Colours: brown/blue, white/grey, purple/pink
and green/blue stripes
Fabric by **Mettler & Co. Ltd., St. Gall**



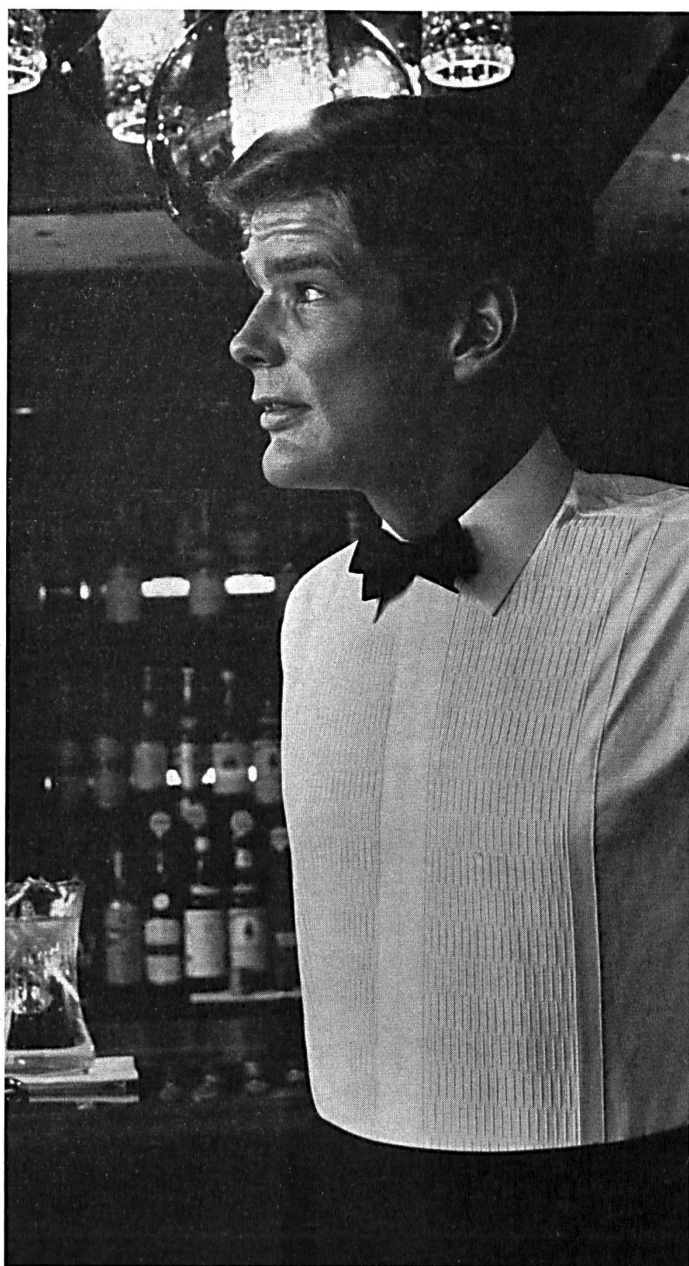
Cecil Gee, London
Shirt in a fine and
comfortable Swiss Crepon
Colours: yellow, pink,
lilac and beige
Fabric by **Mettler & Co. Ltd., St. Gall**



Le Roi, Menswear, London
Evening shirt in fine
Swiss poplin achieved through
a narrow Swiss embroidered band
on very fine pleated front
Colours: white only
Embroidery by **Union Ltd., St. Gall**



R. H. & S. Rogers, London
Bluff-edged collar and dual
cuffed smart dress shirt
The Swiss jacquard woven fly
front is in pale blue
and white design
Fabric by **A. & R. Moos Ltd., Weisslingen**



Men's shirts too have switched to crepon. In men's wear, plain fabrics have also been replaced this spring by stripes of all kinds and certain manufacturers even produce the same model — except for size and a few details here and there — for both Him and Her! Men rate very highly the above mentioned advantages of crepon.

We have also noticed new creations for men, successfully combining the two trends of British fashions, i.e. an innate sense for both dressy wear and casual sporting elegance. We are thinking here of the dressy shirts for formal and semi-formal leisure-wear. For example, we saw a shirt with white geometric Jacquard designs on a pale blue baptiste ground, another with an embroidered front, decorated with a double pleated flounce, in white on a white ground for the more conservative, and on a pale blue ground for men of a more modern turn of mind. All these novelties were launched at the Harrogate convention, the annual exhibition of the Menswear Association of Britain, at which some 200 exhibitors present their novelties in men's fashions.

Aertex Ltd., London

Double-breasted, long sleeve
jacket in 100 % Swiss border-
woven cotton

Colours: mushroom, blue, gold

Fabric by **Gugelmann & Co., Ltd., Langenthal**

