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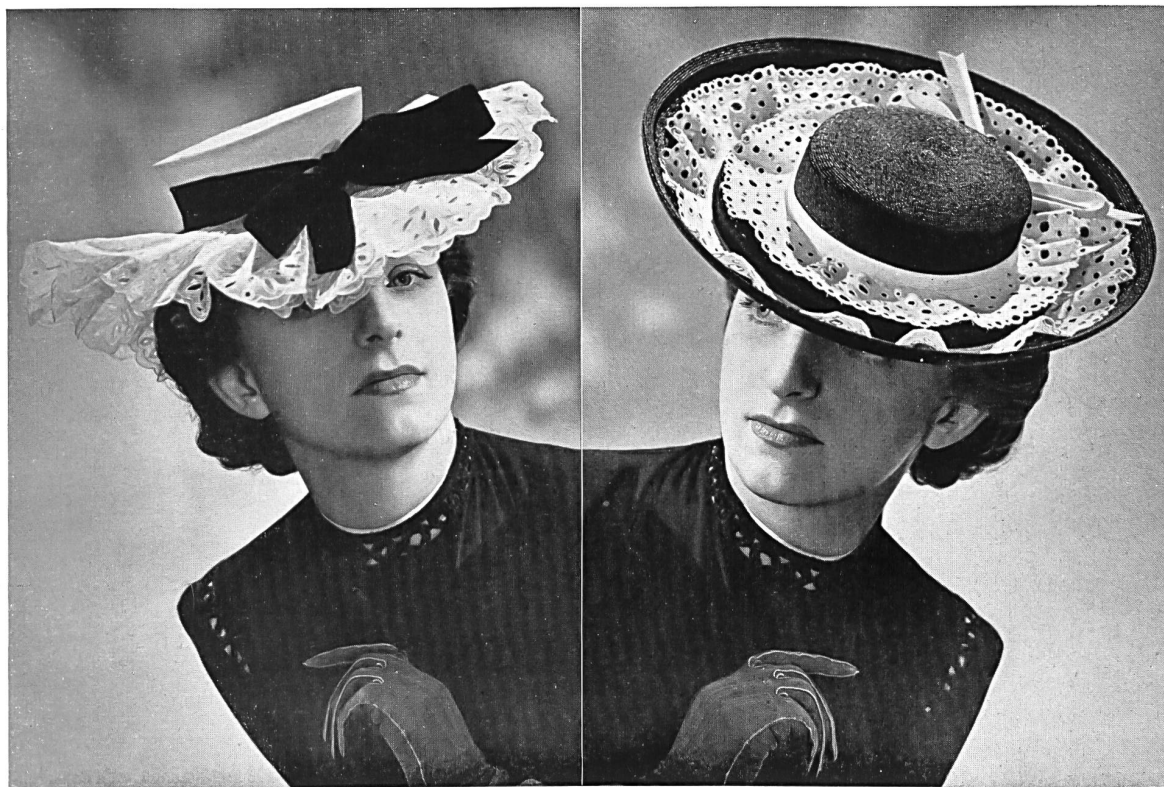
EDITOR AND PUBLISHER: SWISS OFFICE FOR THE DEVELOPMENT OF TRADE, POST BOX 4, LAUSANNE

We send a specimen of our „Swiss Textiles“ free of charge on application and are always ready to give further information and to put applicants into touch with Swiss manufacturers.

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Chief editor: CHARLES BLASER, Lausanne

Coming Fashions



Trimming of St Gall embroidered organdie

Trimming of embroidered piqué

Models by Legroux Sœurs presented with the Balenciaga collection
Photos Saad.

In spite of the present emergency, the creation of new designs in dress fashions and millinery goes bravely on.

As a whole, however, the new styles reflect the grave preoccupations of the hour and no hint of extravagance breaks the harmony of their sober elegance. The attractiveness of many dresses and ensembles lies, not in a lavish display of colour or luxurious accessories, but in the perfection of line and the simplicity of detail.



A Bruyère Model.
Photo Rigassi.

On the other hand, Paris designers have not committed the error of creating a « war style » or mere « uniforms », for with the new spring tailormade are worn charmingly feminine blouses of embroidered lawn or impeccable lingerie trimmings. This is a feature worthy of notice. The latest artistic creations of the embroidery industries of St. Gall — miracles of finest embroidered lawn and organdie, of lacy tulle and Venetian embroidery — harmonize delightfully with the Parisian sureness of taste and stress the sober elegance and quiet charm which are the keynotes of the new spring fashions.

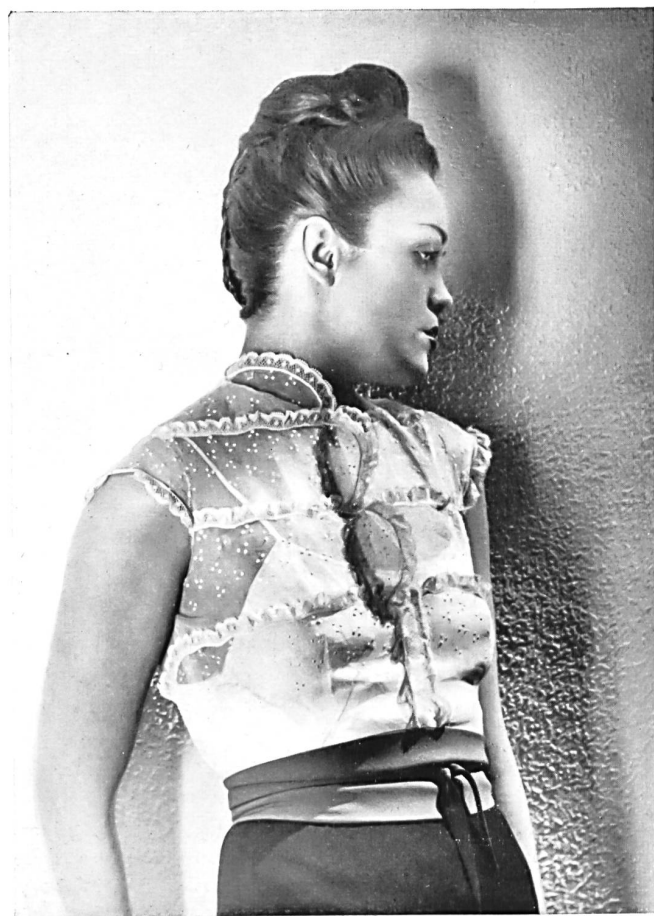
Embroidered materials are both practical and attractive, simple and distinguished and these qualities are particularly appreciated by the Parisienne and the well-dressed woman of every country. « True elegance », Beau Brummel was wont to say « means not to attract notice ». This is a fitting description of dresses of embroidered lawn, for instance, — but it does not prevent their being warmly « admired ». This witticism of Brummel's meant precisely this : that true elegance

does not attract attention abruptly by some outstanding extravagance, but is characterized by sterling qualities which are far more difficult to cultivate. And it is precisely those charming materials generally known under the generic name of Broderie Anglaise — although they are made in Switzerland — which lend these qualities to any dress or ensemble.

They can be put to an infinite number of uses. For example, with almost every collection of spring styles in Paris, models in embroidered St-Gall materials have been shown.

For a most desirable afternoon frock, **Gaston** uses dark blue woollen delaine trimmed with incrustations of embroidered lawn of the same shade giving the effect of chevrons which flatter the figure. A determined simplicity of line is accentuated and the bodice slightly gathered over the belt. The top has insertions of embroidered lawn and the sleeves are short and puffed. This model is worn over a pink foundation which stresses the delicacy of the embroidered lawn. It can also be worn over another colour; dark blue is however a more practical shade and perhaps more discretely elegant. This combination of embroidered lawn and smooth, pliable woollen material is quite original and will undoubtedly give rise to innumerable variations.

Jean Dessès uses embroidered organdie for an evening dress which is both sober and yet of perfect elegance. The bodice and half the skirt are of white organdie, while the lower part of the skirt is formed by a long full frill of dark blue



A Jean Dessès Model.
Photo Rigassi.

organdie. A sash of blue faille shapes the waist and falls to the hem in soft folds. This most desirable dress can be worn with a short bolero of white organdie which veils the low neckline and transforms the evening dress into an informal dinner frock.

Bruyère shows an attractive white lawn dress trimmed with incrustations of Venetian embroidery. The bodice is simple and of plain lawn worked in fine pin-tucks while the sleeves form two little wings of Venetian embroidery. The waistline is stressed by a narrow amethyst ribbon, knotted at the back.

Agnès Drecoll presents many tailormades set off with delightful lawn or embroidered organdie blouses, the delicacy of which accentuates the feminine note. She also has a very pretty embroidered lawn frock, incrustated with plain lawn scalloping at the hem which is very full and wide. A sash of black faille knotted at the side completes this distinctive and wearable dress.

At **Paquin's** Madame Madeleine has created a charming and practical ensemble of embroidered organdie composed of a little jacket of off-white organdie embroidered in a pretty night-blue shade. This jacket can be worn either over a long, full skirt of the same colour for evening wear or with a short, pleated skirt for afternoon.

A certain **Heim-Jeunes-Filles** model is most desirable. It is of lawn embroidered with long wavy lines of drawn-thread work and is charmingly youthful. The skirt is short and full and flutes gracefully; the bodice, gathered at the waist



Afternoon frock in St. Gall embroidered lawn.
A Heim Jeunes filles Model.
Tissue of the firm Union S. A., St-Gall - Photo Dorvyne

and neck, is set off with a small turn-down collar embroidered with small red spots and edged with frilled Valenciennes. This same trimming is used round the hem and on a little pocket perched on the left side of the skirt. A narrow belt completes the simple and very youthful trimming.

All the leading dressmakers are using Broderie Anglaise for blouses and printed organdies are meeting with great popularity. When used judiciously, they certainly strike a new and very charming note in the summer wardrobe.

To fit this year's summer days, St. Gall manufacturers dangle before our eyes most beautiful embroidered materials and dainty trimmings. This is a year of renewed femininity, of laces and delicate embroideries, of lacey lingerie trimmings, which all look so well on millinery, dresses and ensembles for both day and evening wear. Broderie Anglaise enhances every outfit in these days when simplicity is the keynote of style and it brings the smile of youth to serious faces.

Mrs. Ferrant.



A Agnès Drecoll Model.
Photo Rigassi.



Blouse of embroidered organdie,
created by Max Heinzlmann, St. Gall.
Photo de Jongh.

Swiss firms have followed the trend of these stern days and thanks to their efforts, the loveliness of embroideries and lace have gained in practical value without losing any of their elegant charm.

Really remarkable results have been achieved and which do honour to Swiss industry. In every domain and in the smallest details, nothing has been spared to ensure perfection.

Swiss embroideries and laces, which have obtained a wide-spread and ever-growing reputation, are continually being renewed and perfected. The unsurpassable textiles of St. Gall, created by artists who unceasingly seek after the newest and most classical designs, adapt their ideas to the requirements of fashion. The constant care of Swiss technicians, their incomparable artistic sense and their cooperation in a unique organization, hold every promise for the future.

Designs by
C. Forster-Willi & Cie, St-Gall.
Photos Bauty.

