

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 2

Artikel: First quality tie fabrics
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DOI: <https://doi.org/10.5169/seals-798536>

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First quality tie fabrics

In the early days of the last century, the Regency bucks were regular «Macaronies», exquisite fops, as Sheridan would have said, decked up in their extravagant cravats. They—and their counterparts on the continent—wore impressive quantities of muslin of immaculate whiteness, a fashion that was a boon to certain cotton mills in eastern

Switzerland. As it increased in wealth, the century of the industrial revolution increased in respectability too, and heightened its air of gravity with funeral black ties. Luckily, the oarsmen of the Thames came to rescue our forebears from the enveloping gloom and brought into fashion the small sailor-knot tie with its gaily coloured

CUBEGA S. A., ZURICH
(ci-devant Leemann & Schellenberg S. A.)

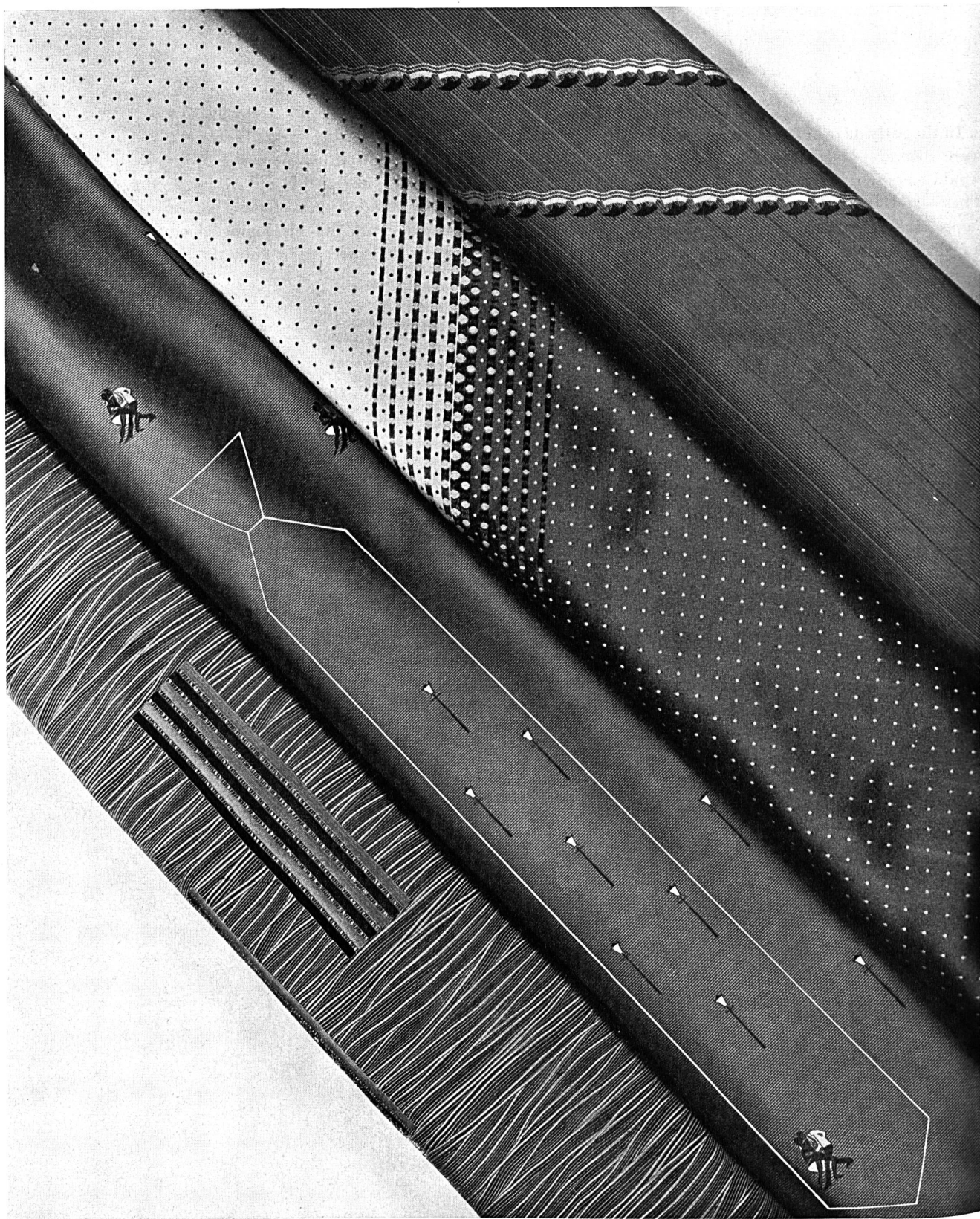
Tissus pour cravates unis et rayures, en pure soie et fibres artificielles et synthétiques. Spécialité de rayures «régimentaires» anglaises originales.

Plain and striped tie fabrics in pure silk as well as in man-made fibres. Specialists for original british regimental stripes.

Tejidos para corbatas, lisos y listados, en pura seda y en fibras sintéticas. Especialidad de listas en los colores originales de los regimientos ingleses.

Uni und gestreifte Krawattenstoffe aus reiner Seide sowohl aus Kunst- und synthetischen Fasern. Original englische Regiments-Streifen als Spezialität.





TISSAGES DE SOIERIES NAEF FRERES S. A., ZURICH

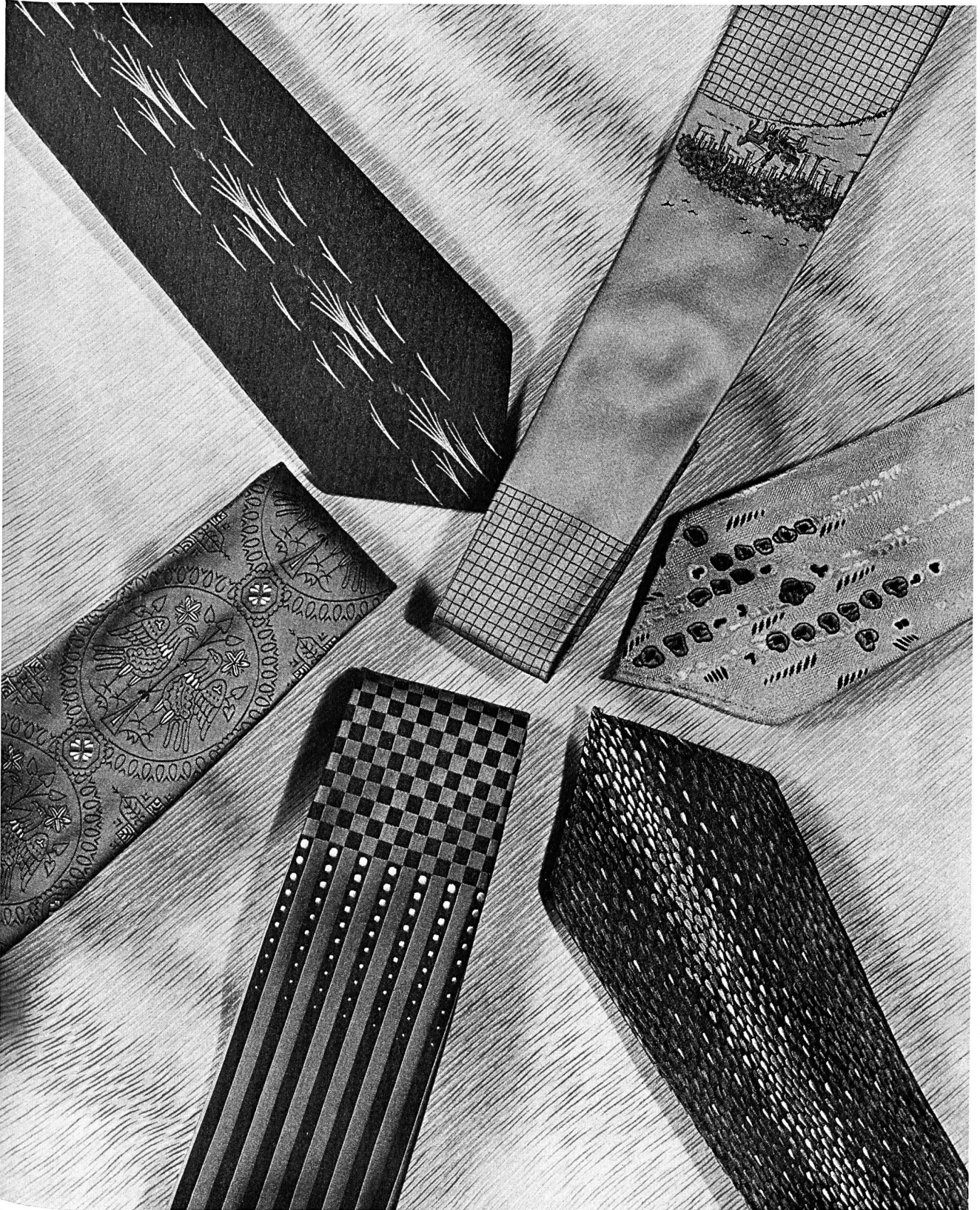
« Pirate »
 « Diminuendo »
 « Valentin »
 « Palissade »

Nouveautés pure soie pour cravates.
 Pure silk novelty tie fabrics.
 Tejidos de novedad de seda pura para corbatas.
 Neuheiten in reiner Seide für Krawatten.

SIBER & WEHRLI S. A., ZURICH

Spécialité de nouveautés pure soie pour cravates, exécutable aussi en d'autres fibres. Unis, dessins classiques, rayures, etc.
Ci-dessous, quelques nouveautés intéressantes pure soie en dessins placés, dessins verticaux, etc.
Specialists for pure silk tie fabrics which can also be made in other fibres. Plain fabrics, classical designs, stripes, etc.
Underneath : some interesting pure silk novelties as underknot designs, verticals, etc.

Tejidos novedad de pura seda para corbatas, que pueden tambien obtenerse en otras fibras. Tejidos lisos, listados y con dibujos clásicos. Aquí algunas interesantes novedades con dibujos verticales y colocados ex profeso, etc.
Reinseidene Neuheiten für Krawatten auch in anderen Fasern erhältlich. Unis, Streifen, klassische Muster, usw.
Unten : einige interessante Neuheiten in Einzel- und Längsmotiven, usw.



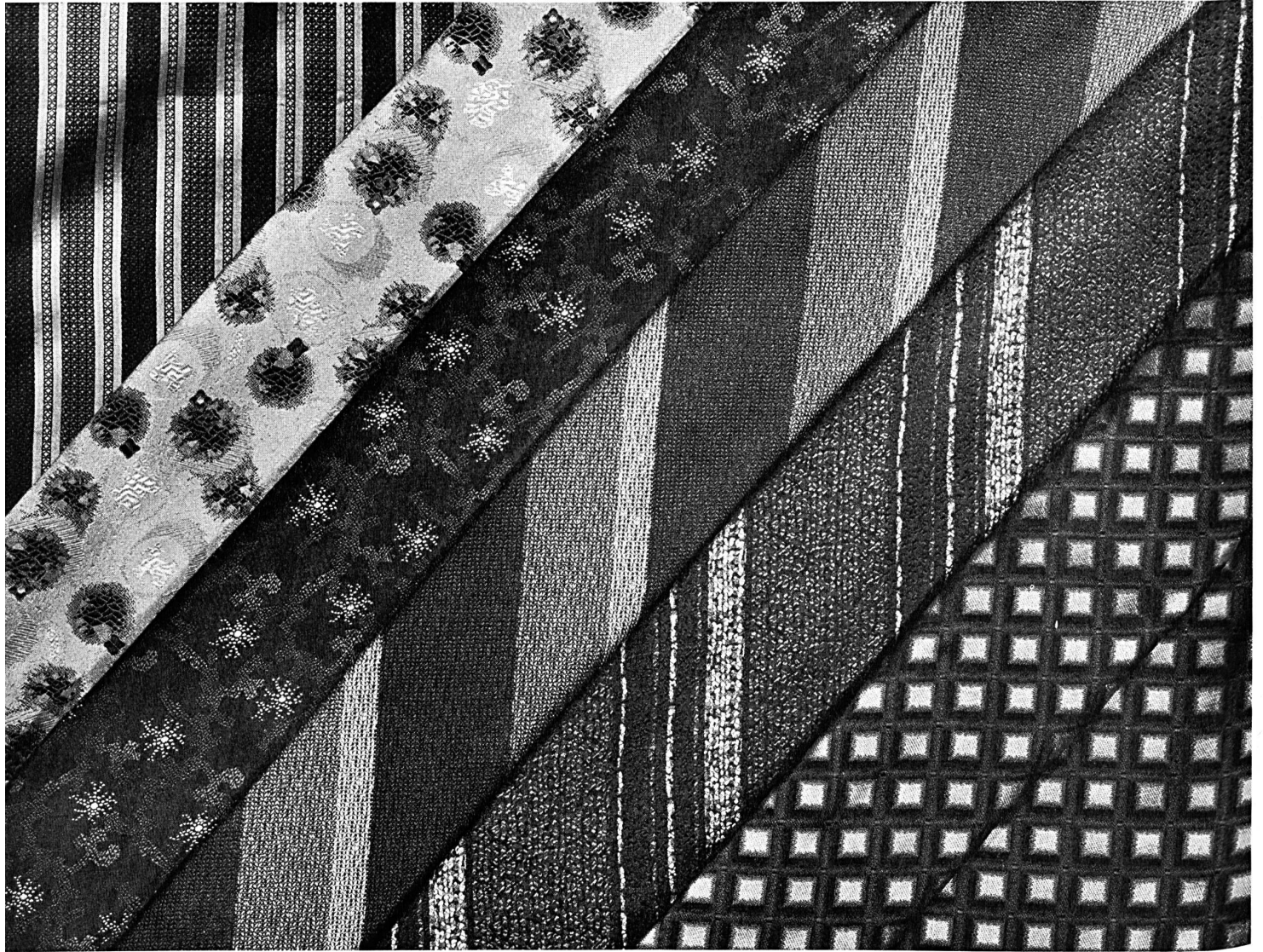
SETAFIL A.-G., ZURICH

Tissus pour cravates, unis, façonnés et jacquard. Spécialité de « grisailles ».

Plain, figured and fancy tie fabrics. Specialists for « Greys ».

Tejidos lisos, labrados y de fantasía para corbatas. Especialistas en tejidos grisalla.

Krawattenstoffe in uni, fassonné und Jacquard. Spezialisiert in « Grisailles »-Stoffen.



stripes. In accordance with the traditional way with men's fashions, the sports fashion very soon became *the* fashion, and ties gave the well-dressed man infinite possibilities of adding a touch of fantasy to his otherwise sombre attire.

The Swiss silk industry naturally kept up with this trend and adapted itself all the more easily as it had already for a long time been specialising in the production of small, exclusive, high quality lines.

Even regarded from the point of view of world production, the consumption of tie fabrics can never reach gigantic proportions. Admittedly in countries subject to

the influence of western civilisation, the tie is no longer considered the distinctive badge of a privileged upper class; the general rise in the standard of living has increased the number of men for whom the wearing of a tie, even if limited to certain hours of the day or even certain days of the week, is a sign of having arrived at a higher level of social awareness. The quantities produced however are limited by the small size of the object itself. Furthermore, in the smarter categories, the customer expects a certain originality, which compels tie manufacturers—and consequently tie fabric producers too—

STEHLI SEIDEN A.-G., ZURICH

Tissus pour cravates classiques et modernes en tous dessins et toutes fibres. Satins unis, étamines, dessins placés, dessins verticaux, etc.
Classical and fashionable tie fabrics in all types of designs and fibres.
Plain satins, grenadine (gauze), underknot designs, verticals, etc.
Tejidos para corbatas, clásicos y de moda en todos generos de dibujos y fibras. Satenes lisos, estameñas, dibujos colocados ex profeso, dibujos verticales, etc.
Klassische und moderne Krawattenstoffe in allen Mustern- und Fasertypen. Uni Satins, Gaze, Einzelmotive, Längsmotive, usw.





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EMAR, TISSAGES DE SOIERIES S. A., ZURICH

Tissus pour cravates ; unis, jacquards, façonnés ; pure soie et autres fibres.

* Spécialité très en vogue : tissus Tergal (chaîne) et laine (trame) en sympathiques rayures sport.

Tie fabrics : plain, Jacquard and figured ; pure silk and other materials.

* All the rage today : Tergal (warp) and wool (weft) fabrics in nice sporty stripes.

Tejidos para corbatas : lisos, Jacquard y labrados ; seda pura y otras fibras.

* Especialidad de moda : tejidos de Tergal (urdimbre) y lana (trama) con listas deportivas simpáticas.

Krawattenstoffe : unis, Jacquard und fassonierte Gewebe ; reine Seide und andere Fasern.

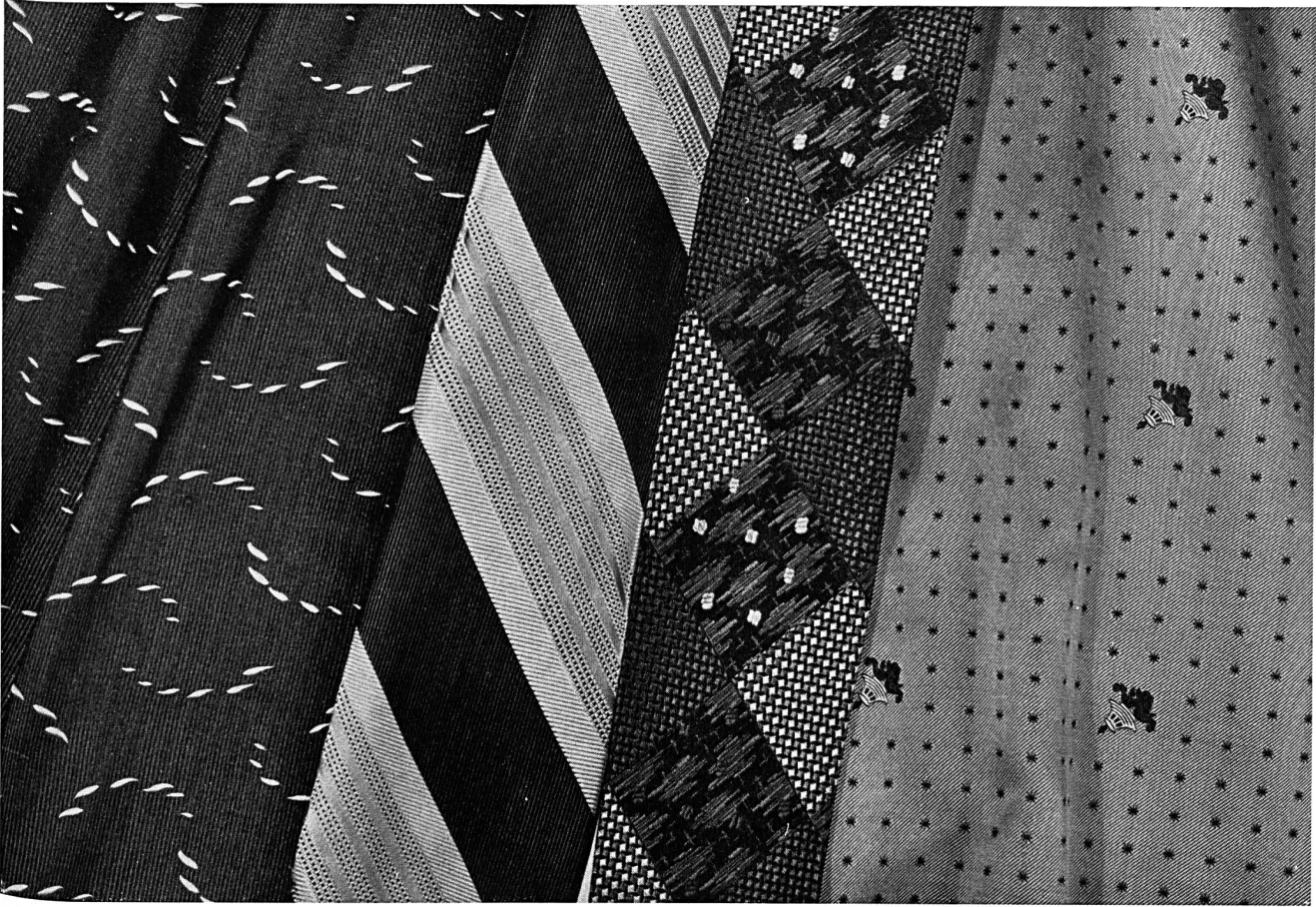
* Die grosse Spezialität von heute : Tergal (Kette) und Wolle (Schuss) mit sehr ansprechenden sportlichen Streifen.

HIRZEL & CIE S. A., ZURICH

Tissus pour cravates classiques et fantaisie en pure soie, rayonne et autres fibres.

Classical and fancy tie fabrics in pure silk, rayon and other fibres. Tejidos clásicos y de fantasía para corbatas, en seda pura, rayón y otras fibras.

Klassische und Fantasie-Krawattenstoffe aus reiner Seide, Kunstseide und anderen Fasern.



to vary their assortment. It is therefore quite impossible to mass-produce articles of this type.

It is precisely this limitation of the yardages made and its inevitable consequence, the necessity of creating a very large number of designs, which make for the superiority of *Swiss tie fabrics*. Because the strength of Swiss tie manufacturers stems from the tradition behind them, this does not mean however that these industrialists are hide-bound, incapable of producing novelties and adapting themselves to technical progress and the changing demands of the consumer. However, even in the cheaper ranges, they adhere firmly to the principle of quality.

The material most used by Swiss manufacturers is pure silk, a noble, precious material which makes ties that are firm and elastic at the same time, ties that are as pleasant to tie as to behold; a material which obliges the manufacturer to maintain high technical and artistic standards. All the Swiss manufacturers referred to here use silk, most

of them far more than any other material, for reasons of preference and taste. However they also work with other materials such as Rhodia organsine, for example, and to a lesser extent rayons and synthetic fibres, mainly Terylene and Tergal, which are very popular at present for a certain category. We wish to stress that in spite of their versatility and their capacity to compete, Swiss manufacturers refuse to work with the inferior qualities, these materials not being worth the trouble taken to set up the machines.

When we examine the different types of fabrics and designs, we notice that most weavers produce a very wide range. In the plain fabrics, apart from the traditional textures such as faille, satin, royal and gauze, the most popular are shot and structural effects. In addition to the figured fabrics, there are the traditional pepper and salt designs, interesting allover patterns including the ever-popular paisleys as well as spots, checks, houndstooth checks, etc. Stripes are still in fashion, ranging from the



« ZURRER », WEISBROD-ZURRER FILS, HAUSEN s. A.

Tissus pour cravates.
Ci-dessus, quelques beaux échantillons de qualités Jacquard pure soie.
Tie fabrics.
Above, some beautiful samples of Jacquard pure silk materials.
Tejidos para corbatas.
Aqui un hermoso muestrario de tejidos Jacquard de seda pura.
Krawattenstoffe.
Oben, einige wundervolle Muster von reisendenen Jacquard Geweben.

S. A. STUNZI FILS, HORGEN

Tissus pour cravates unis, façonnés et jacquard : dessins classiques et fantaisie.

Ci-dessous, quelques nouveautés en pure soie.

Tie fabrics : plain, figured and Jacquard woven in classical and fancy designs.

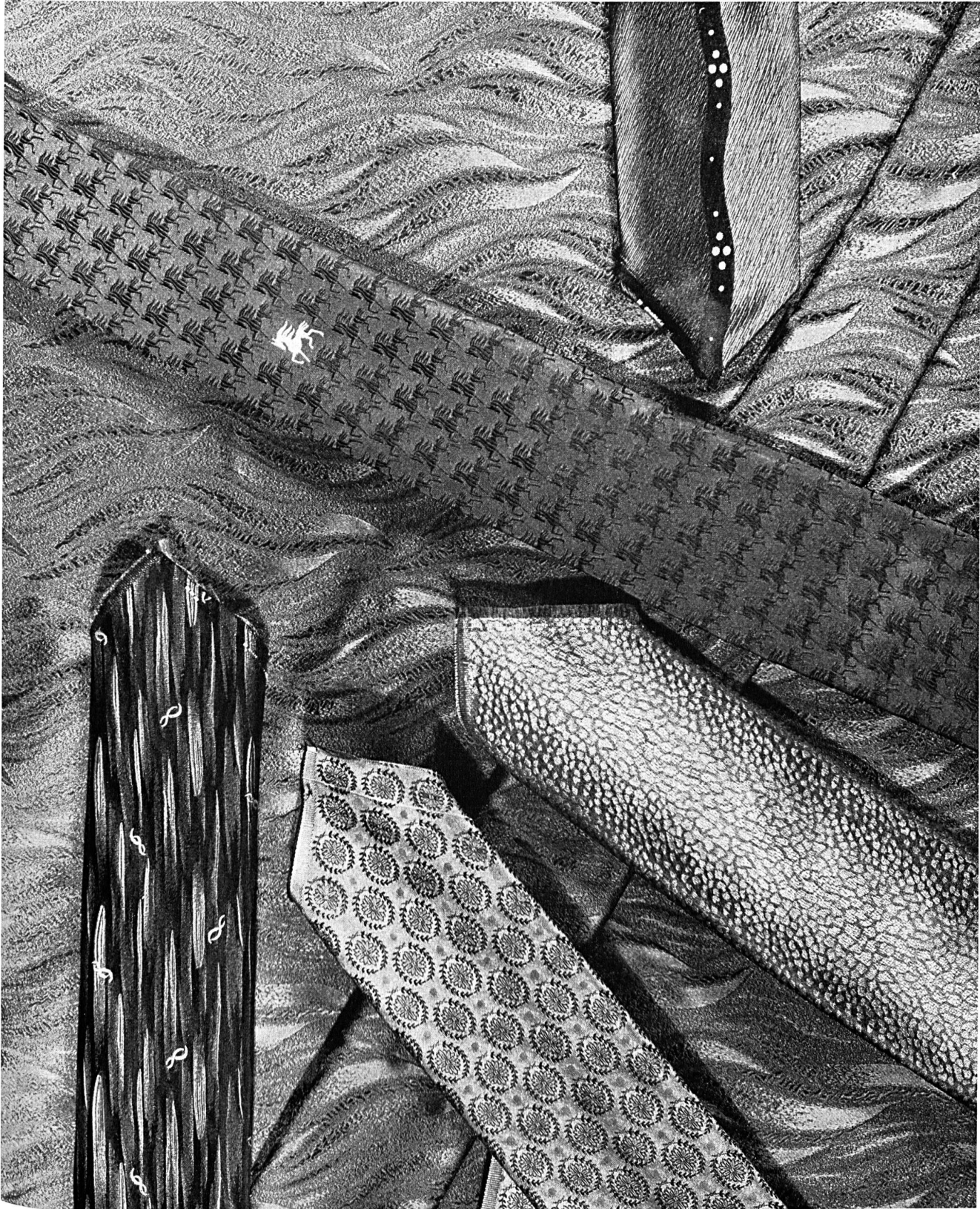
Underneath, some pure silk novelties.

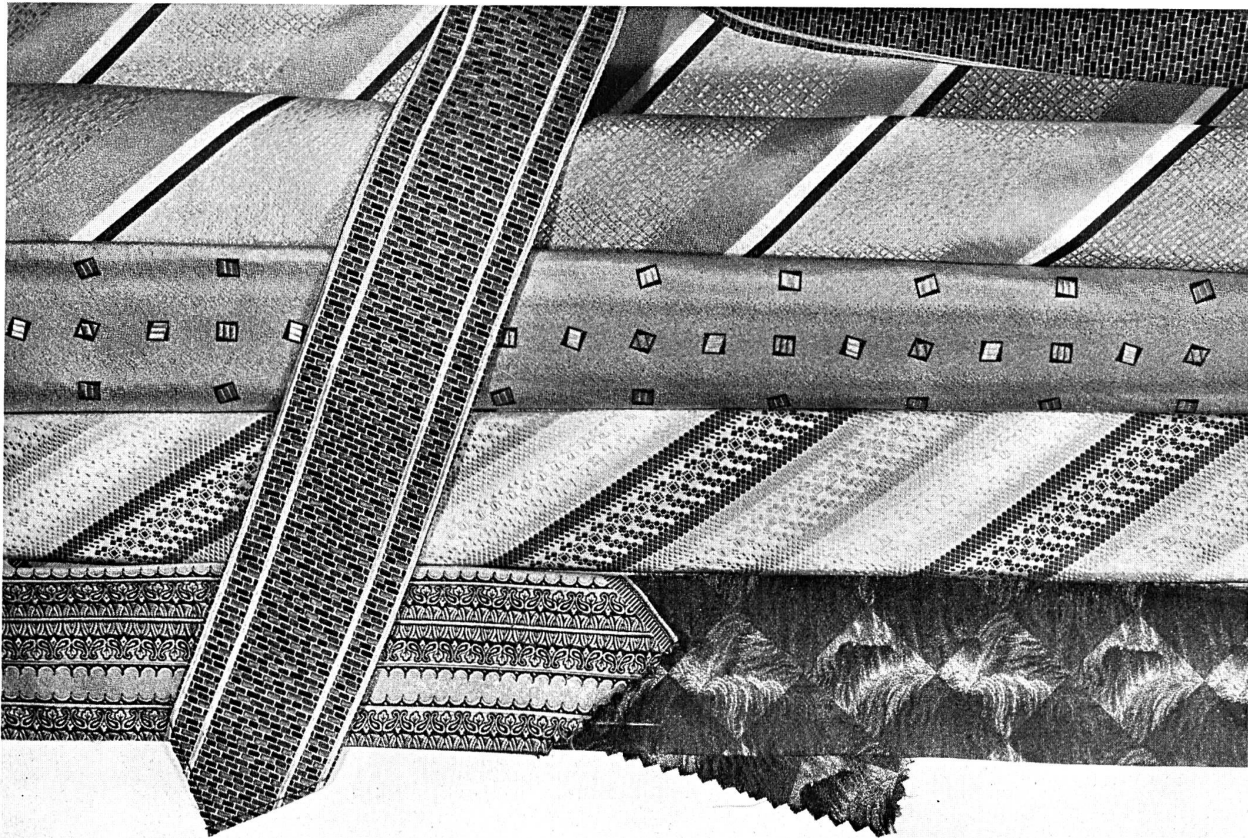
Tejidos para corbatas lisos, labrados y Jacquard con dibujos clásicos y de fantasía.

Aquí, algunas novedades en pura seda.

Krawattenstoffe in uni, fasoniert und Jacquard. Klassische und Fantasie-Muster.

Unten, einige reinseidene Nouveauté-Dessins.





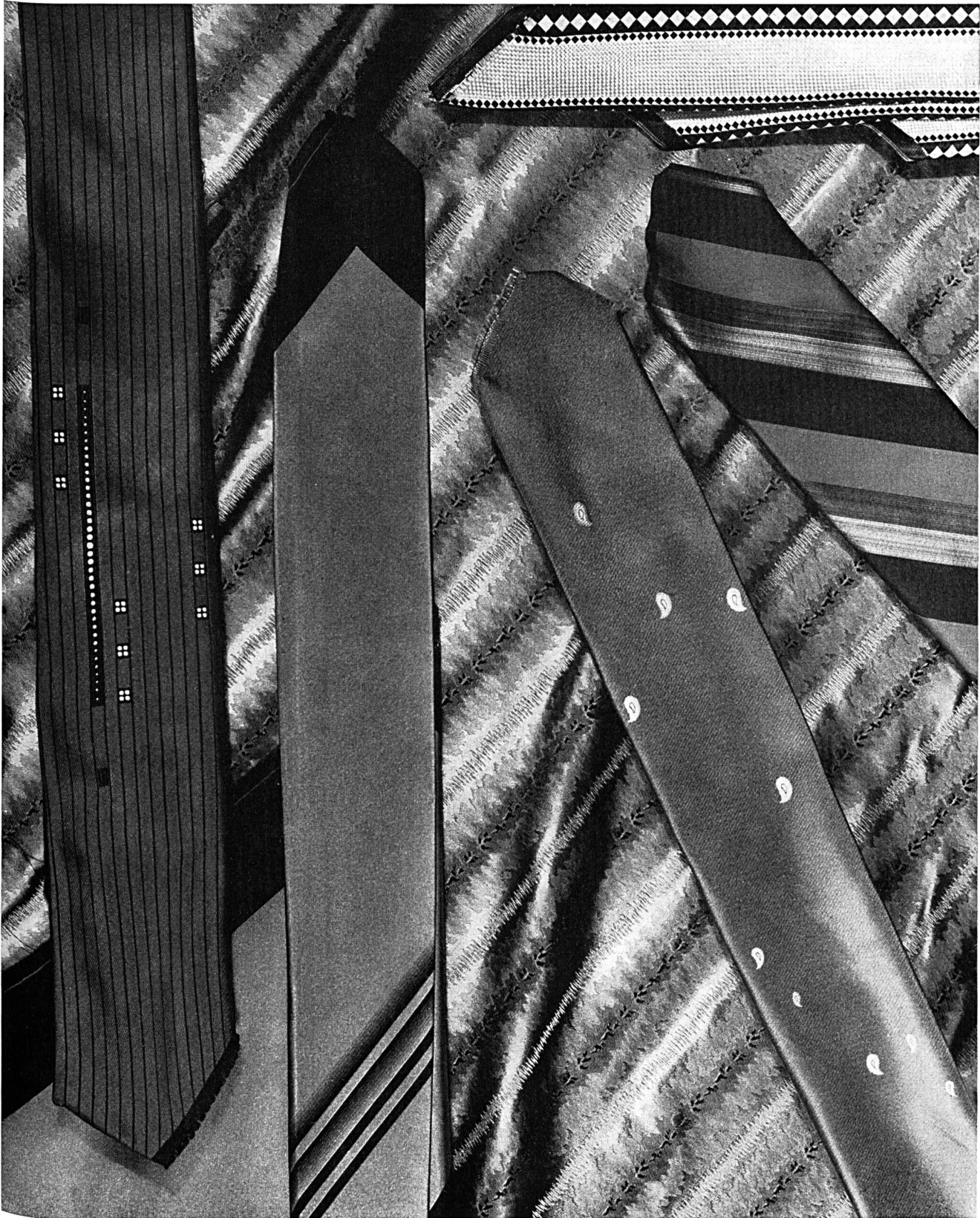
HANS FIERZ, ZURICH (ci-devant Baumann & Fierz) ▲

Tissus jacquard pour cravates, fantaisie et classiques. Production principale en tissus pure soie ; également Rhodia organsin.
 Jacquard fancy and classical fabrics for ties. Main production in pure silk ; also in Rhodia organsin.
 Tejidos de fantasía y clásicos para corbatas. Producción principal en tejidos de pura seda ; igualmente Rhodia organsin.
 Jacquard-Krawattenstoffe in Fantasie- und klassischen Dessins.
 Hauptproduktion in reiner Seide ; auch Rhodia Organsin.

TESSETA A.-G., ZURICH ▼

Tissus pour cravates en tous genres. Spécialiste connu pour ses dessins classiques et modernes en pure soie.
 Tie fabrics of all kinds. Well known specialists for classical and fashionable pure silk designs.
 Tejidos para corbatas de toda clase. Especialista bien conocida para sus tejidos de seda pura con dibujos clásicos y modernos.
 Krawattenstoffe aller Arten. Bestbekannte Firma für ihre reinseidenen klassischen und modernen Dessins.





ROBT. SCHWARZENBACH & CO., THALWIL

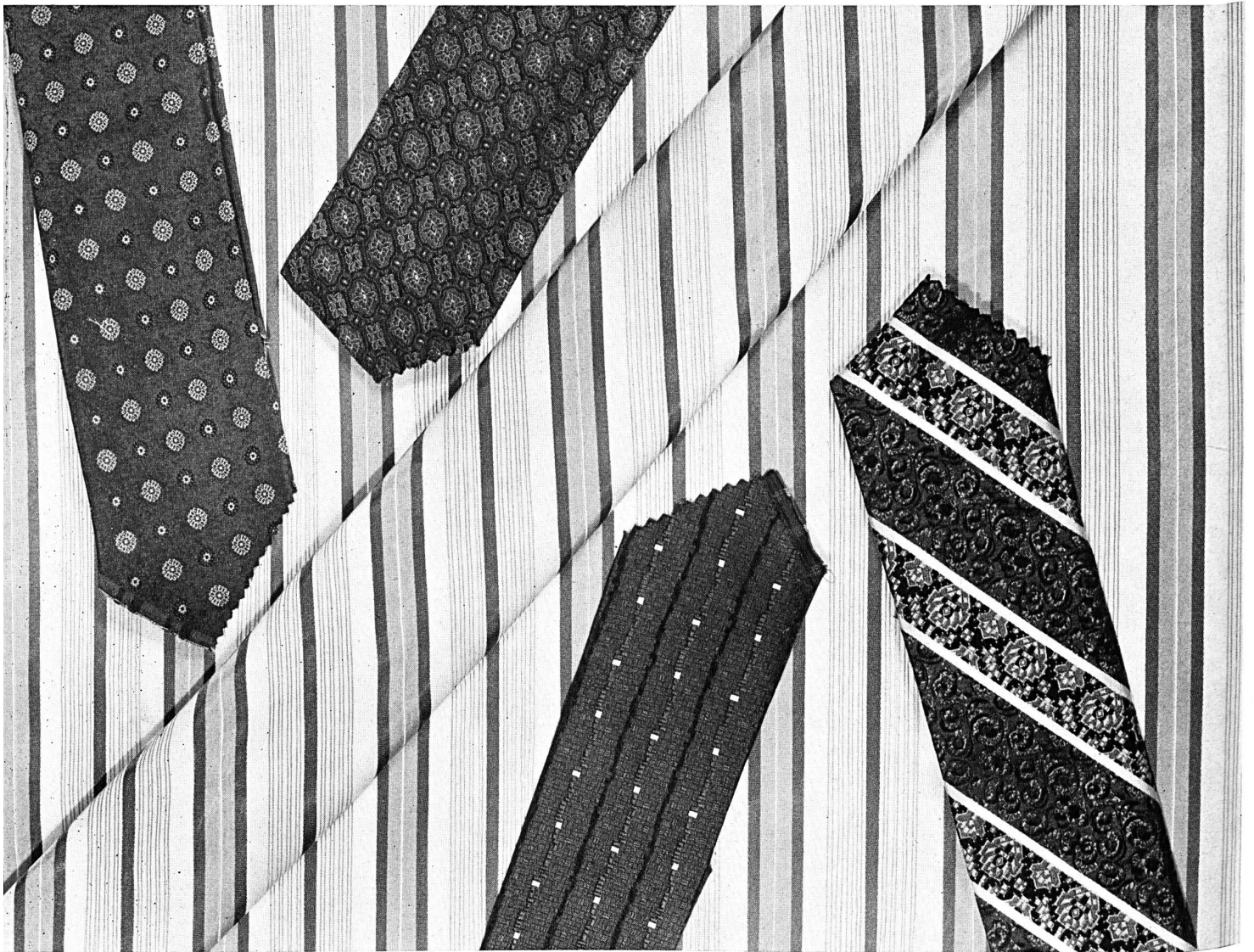
Tissus classiques et mode pour cravates, en qualité traditionnelle.
 Rayures, tissus façonnés, dessins verticaux, motifs placés, etc.
 Classical and fashionable tie silks in the traditional quality.
 Stripes, figured fabrics, verticals and underknot designs, etc.
 Tejidos clásicos y de moda para corbatas, ejecución tradicional de
 calidad.
 Listas, tejidos labrados, dibujos verticales y colocados ex profeso, etc.
 Klassische und modische Krawattenstoffe in traditioneller Qualitäts-
 ausführung.
 Streifen, fassionierte Gewebe, Längsmotive, Einzelmotive, usw.

most subdued to the gayest novelties in which the stripes consist of jacquard motifs standing out against a plain ground, and combinations of satin bands on a moiré ground, etc. The latest trends in certain markets however are for vertical designs generally situated at the side of the tie, and «set» designs which may vary from one small isolated design to a veritable panoramic scene taking up the whole of the front of the tie; we must also mention the shaded tones, the «panel» style and other original novelties. As can be seen from our illustrations, Swiss weavers are very good at this type of work, which they

can carry out in various materials and a wide range of colours: Swiss manufacturers generally work with almost a hundred different shades, which enables them to produce an infinite number of combinations.

All this goes to show the great interest presented by Swiss tie fabrics, which have succeeded in establishing themselves even on producer markets—everywhere in fact where the qualities of good workmanship, elegance, distinction and exclusiveness are in demand.

René Cadet



GESSNER & CO. A.-G., WAEDENSWIL

Tissus pour cravates pure soie et térylène, rayures, dessins classiques et fantaisie, dessins jacquard. La lavabilité du térylène permet l'emploi de teintes claires.

Pure silk and terylene tie fabrics, Jacquard woven, striped, with classical and fancy designs. The washability of terylene allows the use of light shades.

Tejidos de pura seda y terilén para corbatas, listados, con dibujos clásicos y de fantasía, dibujos Jacquard. La facilidad de lavar el terilén hace posible emplearle en matices claros.

Krawattenstoffe aus reiner Seide und Terylen in Streifen und klassischen sowie Fantasie-Mustern, Jacquard Dessins. Die Waschbarkeit des Terylens erlaubt die Verwendung heller Farben.