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Fabrics : in the collections

« Berco », Baerlocher & Co., Rheineck

The 1960/1961 winter collection also contains mainly printed cotton fabrics for lingerie, particularly fine Swiss batistes which have become a recognised speciality of this firm. It is interesting to note that the characteristic lingerie designs are in continual demand, even in winter and particularly for the Christmas rush. Let us note the equal success met with by fine quality printed cotton crêpes, which are also made plain, in fashionable pastel shades. These articles together with plain batistes are also in great demand for embroidered lingerie.

The keynote of the collection of printed poplins for blouses and dresses is a light youthful touch. Naturally the plain 100 % wool crêpe, which has been such a success for a long time now not only in ready-to-wear clothing but also for sale by the yard, is also included in the autumn/winter collection; the assortment of colours ranges from classical to fashionable shades. This quality is winning more and more customers in ready-to-wear circles.

The firm is also known for its men's and women's woven handkerchiefs, of distinctive good taste, manufactured in its own mills.

In addition to twisted marquisettes, which have proved their worth for many years, the firm is continually completing its range of curtaining fabrics with novelties in plain and figured terylene.

Cubega Co. Ltd., Zurich

For summer 1961, this firm is presenting new articles in each of its traditional branches of production. In the fancy terylene blouse fabrics, let us mention the 100 % terylene « Terystar » range made with special terylene yarns giving the fabric a particularly soft and pleasant handle. This article is made in a number of different designs and combinations of weaves; one particularly striking variant is the combination of a worked ground with satin effects. Great technical experience is needed to succeed, as this firm does, in making impeccable looking fabrics of this type. This line cannot fail to be a great success, because all these fabrics are porous and consequently pleasantly cool to wear.

In the « Terywool » fabrics, 55 % terylene and 45 % wool, which are in great demand for the manufacture of crease-resistant permanently pleated skirts, the plain fabrics are particularly suited for summer wear. The novelty in this series is the « Terywool de luxe » quality, a fabric made of the same mixture as the previous one but specially designed for dresses. A special composition and construction give it a surface with a relief effect that varies in intensity according to the weave as well as a very discreet lustre, which makes this article so distinctive.

Next summer's terylene tie-fabrics will include woven grounds with shantung type stripes.

Finally, let us mention the plain and striped pure silk yarn-dyed shantung made in a large number of new colours, stripes promising to be very fashionable this coming year.

« Erhuco », Eugster & Huber Co. Ltd., St. Gall

The main feature of the « Erhuco » collection for 1960 is the considerable number of ground fabrics for embroidery.

For blouses, use is made not only of the well-known « Minicare » batiste and cotton poplin, but also of porous, summery, plain and fancy fabrics, as well as mixed cotton and synthetic fibre fabrics, corresponding to the present fashion trends. The last are easy to wash and require little or no ironing. This collection of blouse fabrics is composed of a very large number of designs as well as blouse fronts of the most varied types and white and coloured embroidered allovers.

The equally wide range of embroidered fabrics for dresses consists of light and medium weight cottons such as « Minicare » batiste, porous linen-type articles, cotton poplins and satins, cotton and silk organdies as well as a plain pure silk of very high quality.

The designs offer the greatest variety of patterns, colours and sizes.

Let us also call attention to the embroidered edgings for dresses on « Minicare » batiste and organdie. The choice of fashionable colours not only for the grounds but also for the embroidery has been given particular attention.

The success this firm met with last year encouraged it to develop its collection of embroideries for christening robes and first communion dresses. It is also famous for its batiste and organdie allovers made mainly for export.

Filtex Ltd., St. Gall

Known for many years as a specialist in the manufacture of net-curtaining, this firm, which possesses its own modern weaving mill, makes classical plain articles as well as fancy marquisettes in cotton and terylene and at the same time is continually seeking to enrich its collection with original novelties. Its net curtaining collection is completed by printed curtaining fabrics and Jacquard damasks.

Recently it also introduced a collection of fabrics for lingerie, blouses and children's wear; it has met with remarkable success in this field in a very short space of time, above all for its printed batiste. Today it already numbers among its clients some of the biggest and best known ready-to-wear manufacturers in Switzerland and abroad. In the range of fabrics for children's wear, it has produced specialities in Jacquard woollens that are second to none.

The embroidery department has created various novelties, especially in « Minicare » blouses. Very striking effects are achieved on new base fabrics such as fancy batistes, elegant satins and original *flammé* fabrics. For lingerie, dresses and children's wear, Filtex offers a wide range of embroideries in cotton, nylon and silk, in all price ranges.

In order to satisfy present demands, this firm has also taken up the manufacture of embroidered terylene curtains.

« Fisba », Christian Fischbacher Co., St. Gall

When speaking of novelty cotton fabrics, we cannot omit the new « Fisba » collection. The distinguishing feature of these fabrics is that they are not simply created in answer to a fashion trend but are the result of a personal act of creation on the part of the designers.

What is particularly striking in this new collection is the predominance of light fabrics. Twill, crêpe and voile recur constantly. The fine light fabrics with a soft handle similar

to that of silk have almost completely supplanted the structured fabrics.

Among the numerous plain fabrics, we noticed above all the very rich range of colours. In the printed fabrics, we should like to call particular attention to the wide variety of hand prints, a speciality for which the firm enjoys a well deserved reputation. The floral subjects, which are almost always very highly stylised and oriental in inspiration, are especially numerous. The designs are generally in blending tones, which gives them a certain softness. The new shades are as light as the fabrics themselves and the designs. They are luminous, fresh and rich with a slight tendency towards pastel shades.

Lack of space unfortunately prevents us from listing all this firm's articles. We should however like to mention the designs for children, which are gay and very original.

It only remains for us now to speak of the various embroideries in the large, original «Minicare» collection, in classical and modern designs and fashionable colours, for blouse fronts, allover, stoles and jackets.

Equally popular are the lovely broderie anglaise allover on batiste, the allover for dresses and the embroidered borders in one or several colours, on new fabrics in fashionable colours, which are always in great demand for one use or another.

W. N. Gubser Ltd., St. Gall

This firm is very well known today for its medium and high quality articles, especially lace handkerchiefs and guipure. It is continually producing original novelties in this field.

In the sphere of embroideries, a new team of designers have been putting their heads together to produce a series of embroidered allover and lace for lingerie, of impeccable workmanship, in modern designs, as well as new motifs in nylon and guipure, all in a good classical style and in the medium and higher price ranges.

Gugelmann & Co. Ltd., Langenthal

The new summer 1961 collection is divided into four main groups: Fashionable articles in 140 cm widths, in cotton and half-linen for women's coats, suits, skirts, etc. These high quality products are particularly popular for their very conservative type of designs.

Colour-woven fabrics in 90 and 140 cm widths, ideal for the new leisure clothing. The fresh summery designs give a very holiday air to these fabrics.

Very attractive fabrics in 90 cm widths, in a variety of designs for children's and teen-agers' clothes. Interesting dobby and Jacquard fabrics give a distinctive look to this range.

Men's shirting fabrics in 90 cm widths, classical sports style with modern designs in several colours.

« bégé », Berthold Guggenheim Sons & Co., Zurich

Below we briefly review the main creations for the 1961 summer season of this firm well known for its « bégé » range. In the very large collection of prints, let us mention « Char-

déma », a clipcord, brocaded Sea Island cotton voile over-printed with floral motifs in pastel shades, in a camaieu type technique; the same fabric is also made with a printed ground; as the brocaded motifs absorb the colour unevenly, very original hazy effects are thus obtained. « Suyama » is a cotton ottoman treated in the same manner. « Super Atlantic » is a Sea Island cotton with a silky handle and as light as mousseline. The prints are in very soft, blended and even pastel shades. « Atlantic » is a voile printed in light colours; one series, printed in darker shades, is particularly suited to dresses for the older woman. « Tonga » is a printed cotton poplin which promises to be in great demand for sale by the yard. All these printed cottons are crease-resistant.

Among the pure silk fabrics, let us call attention to « Coimbra », a printed twill with dark motifs, camaieu style; « Aquarelle », a fabric of the same quality but, as its name indicates, in lighter colours; here, as elsewhere, the floral motifs are treated in a very muted manner so that they are rather splashes of colour than flowers. In the pure silk butterfly taffeta « Palema », the dark shades such as green, blue and violet predominate, relieved with small lighter touches in turquoise, lemon and lilac sparsely scattered over the whole surface. « Oki-Ama » is a pure silk tussore print on dark grounds.

Finally, among the colour-woven fabrics, let us mention « Palma » cotton voile, decorated with Jacquard Clip-cord motifs; « Ambassama », a cotton and linen Jacquard fabric with a rough structure as well as « Troyama », the same fabric in pure cotton and made in very fine combinations of well-matched colours.

H. Gut & Co. Ltd., Zurich

This firm's collection for the summer of 1961 is extremely varied and we can mention only a few of its most outstanding items; among the cotton prints there is the twill « Graziella », the batistes « Romantica » and « Arietta ». The newest fabric however is « Havanna », which offers a great variety of designs in very bright Caribbean inspired colours. Among the fabrics of artificial fibres mention must be made of « Meteor », a very finely and lightly diapered shantung type fabric; the designs are particularly remarkable, sometimes very large, modern and bold; there are also large coloured lozenges printed on a shaded ground giving a very original effect, sometimes large check motifs combined with stylised flowers. Actually the last type recurs throughout the collection of prints, as for example in the « Impala » quality, a pure silk butterfly taffeta; the tussore « Shantor » range with big modern designs, and « Adora », with very bold designs in fashionable colours, are also made of pure silk as well as « Marina ». All prints are screen-prints done by hand.

Among the plain and colour-woven fabrics, let us mention the « Luxor » shantung, the « Striped Luxor », in the same quality, « Mistral » a plain piqué with a slight shantung effect and the « Scotch Taffeta » all made of pure silk. Special mention should be made of « Rusticana », a 100 % crease-resistant plain fabric with weave effect in special staple fibre. Possessing a textured effect reminiscent of tiny paving stones, this fabric owes its crease-resistance and remarkable elasticity not to its finish but to the type of yarns used. To close, let us add that Gut once again offers a very large selection of fabrics for bridal gowns, in « Rhodia » Jacquard, and a very wide range of embroideries not only on cotton but also on Duchesse, Rhodia, silk organdie and Mitsou.

Heer & Co. Ltd., Thalwil

All this firm's silk prints are printed by hand, and the whole collection comprises some 120 designs; the ground fabrics are mainly «Fleurette» and the lighter «Vision» quality; some designs have as many as thirteen colours; there are also printed designs on 100 % terylene shantung and on 100 % acetate. The cotton prints are made mainly in heavy crease-resistant «Satin douppion» and «Satin Flirt».

Among the plain fabrics, let us mention two light but not transparent fabrics: «Tussana», a slightly knotted staple fibre, with the feel of tussore, which is made in 30 colours and is meeting with very great success, as well as «Tampico», a crease-resistant linen-type structured staple fibre for summer dresses and two-piece outfits, which is also made with a white warp and pastel weft, or piece dyed. Let us also mention two yarn-dyed slightly knotted nylon and staple fibre fabrics: «Colorado» and «Troica». The wool and nylon fabrics «Astria» and «Zanzibar» with knotted effects are as light as summery wool fabrics but the nylon gives them greater stability. The very elastic «Sahara», in viscose staple fibre and wool, of a special construction, looks like tiny paving stones from the front, whereas from the side it has a slightly hairy effect; it is made in a wide range of very fashionable pastel shades. «Shantung Privilege» is a very light nylon in plain pastel shades; «Anecdote», an acetate faille with a series of dots breaking up the shiny effect, both ideal for cocktail dresses; «Micado», a pure silk material with a slight shantung effect. «Colibri», in silk and nylon for evening dresses, is a development of the fabric of the same name, introduced into haute couture last season. «Marina», a pure silk fabric possesses a slight structured effect forming an irregular check pattern. In the fancy fabrics, let us mention «Scarabée», made of nylon and staple fibre; this fabric which has the stiffness required for teen-agers' skirts, is formed of alternating strips of heavy canvas and bands of colour; it is made in various designs and colours. «Kilia» is a knotted shantung type nylon/staple fibre fabric, with big checks in pastel shades for light cocktail dresses. Wool and terylene fabrics for pleated skirts are still the firm's leading speciality. The novelty this year is in the clever combinations of stripes making it possible to obtain an entirely white surface but allowing the colours to show whenever the pleats fall open. This completely new fabric cannot fail to meet with great success, especially as the hot-pressed pleats are absolutely permanent and will stand any amount of washing without ever requiring any ironing. This fabric is also made in plain qualities for women's and men's suits.

Mettler & Co. Ltd., St. Gall

Whereas a short time ago the words «structured fabrics» called to mind only the heavier qualities, today we find, among the plain fabrics, many fine materials with structured effects. Particularly outstanding are a number of thick voile type fabrics, possessing very good wearing qualities thanks to their special finish. Let us also mention the very light cotton fabrics of shantung or knotted type. In addition the collection contains some particularly light jute or linen style boutique type fabrics. The pure silk/cotton mixed fabrics whose body, and draping and wearing qualities are particularly good are among the firm's finest achievements.

Colour woven fabrics: generally speaking, the heavy Jacquard fabrics have been replaced by lighter materials, rougher in appearance. The ground of the light Jacquard fabrics is often made up of a thick voile type fabric.

The dainty coloured fabrics on shaded grounds as well as the luminous stripes on satin are particularly promising.

In the higher price ranges, we find mixed cotton and pure silk fabrics with a tapestry-like appearance. Among the more expensive articles must be included the light cotton Jacquards looking more and more like embroidery.

Prints: there are two main new qualities, i.e. a new light structured fabric with a crimped surface for the less expensive categories, while the ideal quality for high novelty screen prints is a cotton and pure silk Jacquard fabric, which is very strong in spite of its light weight. We also saw some completely new printed effects in a series of designs taken from water colours, colour lithographs and engravings by the well-known painters Zao Wou Ki, Music, Kaiko Moti and Krishna Reddy, who are living in France.

Silk Mills Naef Brothers Ltd., Zurich

For the 1961 summer season, this firm again presents a rich collection of prints in the well-known pure silk qualities such as «Hirondelle», «Gonda», «Mind», «Madras», and «Surprise», as well as the «Charmanta» quality in nylon and cotton. The designs are mostly very abstract in style, the colours show a new trend, very similar to that of tie silks. The floral designs are large and new in style.

The Jacquard collection also contains a very wide range. The outstanding success of the season is a terylene quality with striped and check designs. There are also plain qualities as, for example, a pure silk shantung satin with striped effects and «Flamingo», a terylene fabric with structured staple-fibre yarns.

Let us also mention «Valentina», «Tussella», «Lena», «Chantrella» and «Shakra», all structured fabrics particularly suitable for coats and suits. The collection also includes some embroideries on well-known plain qualities «Shetlanda», «Shantunella» and «Shantung Tussore». This is an extremely rich collection containing something for all tastes.

«Nelo», J. G. Nef & Co. Ltd., Herisau

«Shinosa», a «Mimicare» printed satin takes pride of place in this firm's summer 1961 collection. This very fine article is made in an incredible number of designs, from classical floral motifs on a white ground to the latest allover design. Each design is made in a fairly large number of tasteful colours, many of them on black grounds, many with large designs or stylised flowers treated in impressionistic style; flowers suggested with bold brush strokes in a water-colour decorative style, allover designs stocked in a wide range of shades very similar to one another, with here and there a splash of contrasting colour; the colours are in general very fashionable, many browns, beiges, gold yellows, olive, etc. The «Iris» pure cotton, double twist poplin with «Mimicare» finish is an article made in the same designs but on a stronger ground. Let us also mention «Manuella», a crease-resistant pure cotton shantung and the structured ribbed fabric «Luxor» printed with traditional type designs. Great success is predicted for the very soft and supple pure cotton twill «Bivio» with a predominance of silk type designs, in fashionable colours, also with clusters of geometric designs like those on old Provençal shawls; this twill will make very distinctive dresses and blouses. Mention should also be made of the colour-woven blouse fronts «Alpina» in a white and coloured dotted Swiss weave, closely resembling embroidery. It is worthwhile pointing out here that the trade mark «Nelo»

also covers embroideries, especially combinations of printing and embroidery, braiding and applications with combinations of embroidery and spray-gun prints, galloons, and blouse fronts on all types of material.

«Reco», Reichenbach & Co., St. Gall

The main item in this firm's prints for summer 1961 is the «Recoluxe» 100 % cotton printed voile, with «Minicare» finish. A very lovely article, this fabric is available in both classical and modern designs, very often covering the whole surface of the material, in combinations of classical colours. «Recomagic» is a heavy crease-resistant cotton satin, printed with designs of the same type. Among the pure silk prints, there is a satin, a honan type fabric and a taffeta. In the designs, a number of floral motifs, patterns with stylised flowers and modern designs, most of them covering the whole material, in both classical and novelty shades, particularly olive, browns, gold yellows, etc. One fancy fabric, «Recoflora», is made of pure cotton with hand-woven designs. The designs include bands of old-world patterns in white alternating with bands made up of a succession of bouquets of flowers in colour, as well as checks in which the lines consist of alternating rows of small flowers and geometric designs, flowers combined with slightly open-work effects, which give the fabric a very airy look. «Recosablé», a sanded fabric with satin stripes combined with light open-work and clip-cord effects. For blouses, there are pleated fabrics of all kinds and in all widths as well as «Minicare» embroidered blouse fronts, which are very modern not only in design but also in the very original way in which the embroideries are used: embroidered motifs for placing down the centre of blouse fronts, others in lateral stripes running under the shoulders, etc. Mention should also be made of the batiste embroideries for dresses, white on colour and colour on white, in the form of combinations of scallops and designs repeated several times over the whole width of the fabric. Finally, let us add that all articles in this collection are washable and crease-resistant.

Jacob Schlaepfer, St. Gall

Among the base fabrics for embroideries for blouses, let us mention three «Minicare» qualities: batiste, poplin and imitation linen. All the designs are made on these three qualities in an assortment of twenty colours. Designs have a tendency at present to evolve from the edging style to the allover type. A small select range has modern style motifs, which are becoming more and more popular today. This firm pays particular attention to embroideries on synthetic fibre bases and shows one fabric made of mixed tetoron and cotton fibres; embroideries on dralon were introduced into the collection last winter even and have met with considerable success.

In addition to self-coloured embroideries, many articles are now sold embroidered in colour on a white ground. Of this type, let us mention in particular a very delicate and vaporous series of *petit-point* embroideries for blouses, combined in part with *broderie anglaise*.

Embroideries for dresses differ from those for blouses in the style of design. Although they are made on the same ground fabrics, the designs are planned from the point of view of the effect at a distance; classical *broderie anglaise* motifs alternate with new effects.

The novelties in the boutique collection are embroidered mainly on Duchesse satin and cotton satin, but there is also a considerable amount of rich appliqué work on silk organdie

and cotton organdie in colour and very distinctive colour combinations. The perfection of the colours and the high standard of workmanship make these novelties among the loveliest articles that the embroidery industry is capable of producing. Let us also mention the new guipures, in one tone or two tones, which are again in much demand and whose popularity is definitely on the increase compared with previous years.

Robt. Schwarzenbach & Co., Thalwil

This firm goes in mainly for the production of high novelty pure silk fabrics. All printing is done by hand, in exclusive designs and fashionable colours. The main speciality from the point of view of choice of designs and quantity of production is the butterfly taffeta «Bel Ami»; let us also mention «Floralies», a warp-printed taffeta, «Delicata», a warp-printed pure silk satin organdie, and «Dubarry», a pure silk taffeta which deserves special mention as it consists of attractive designs printed on yarn-dyed taffeta which is always available from stock in 130 different colours. Among the plain fabrics, which form a very important part of this firm's output, let us mention the «Victoria» range of pure silk fabrics, a yarn-dyed serge-like doupion twill, admirably suited for two-piece outfits and tailormades; «Sandra», a piece-dyed twill in very fashionable colours; «Polo», a linen-type pure silk fabric made in three different weights. Among the figured fabrics, we particularly noticed «Carillon» with checks in entirely visible cotton structured yarns on a shiny pure silk ground. In order to limit this description of a collection of extraordinary wealth, let us just mention «Amanda», a crease-resistant mixed cotton fabric with raised cashmere and modern designs; a figured pick and pick in mixed cotton with raised foliage design; «Pam-Pam» double warp cotton, a very original fabric with its alternating stripes in white panama and coloured taffeta with stylised roses overlapping from one fabric onto the next, and «Atalaya», an ottoman type fabric with flowers. The last four qualities are fabrics with a great deal of body, especially designed for skirts.

«Zürrer», Weisbrod-Zürrer Söhne, Hausen a./A.

This firm's summer collection includes a series of pure silk shantungs in all weights. The «Capri» range is particularly suitable for shirtwaist dresses, «Catania» and «Casablanca» for dresses, two-piece outfits and coats, and «Regina» for suits. The last three qualities are crease-resistant and will not stain; they are widely sold for men's wear under the trademark «Lordsilk». All these fabrics are available from stock in a wide range of fashionable colours.

In smart blouse fabrics and men's shirtings, the firm produces a very fine line of «Silk Cloth» in a wide range of colours. Under the trade name of «Lascara» it has created some lovely new fabrics made of yarns specially designed for summer wear. These attractive staple fibre fabrics are crease-resistant, cool, water-repellent, etc. They are made in light weights for dresses and in heavier qualities for suits and coats in at least 75 fashionable shades.

Let us also mention the fabrics with tweed effects, the yarn dyed, plain, striped and checked fabrics, as well as a very fashionable series of fine embroidered designs and Jacquard effects.

In orlon, there are lovely tartans for pleated skirts; in terylene, printed, plain and striped fabrics for blouses and dresses. Finally let us call attention to an attractive novelty: a nylon fabric for swimwear, including a number of attractive tartan designs specially for men.