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# the Art and Craft of Dieter Koehler

Dieter Koehler is one of the most remarkable creators of Switzerland's small band of talented couturiers.

His interest in men's shirts is recent and started simply as a game.

Experimentation soon led to rousing success, some examples of which are presented on these pages.

Dieter Koehler believes that sports and leisure garments should have style, lots of style.

They in fact constitute a considerable part of his collection, which includes designs for both sexes.

A ready-to-wear boutique absorbs many of Koehler's models but much of the designer's attention continues to center on his exclusive collection which is noted for its relaxed elegance.

The models shown on the following pages are a case in point: exclusively using fabrics from J. G. Nef & Co. Ltd., in Herisau.

Dieter Koehler has crafted striking partner look outfits pulsating with bright, vibrant patterns.

His sense of style is synonymous with audacity, excitement and lavishness.

J. G. NEF & CO. LTD., HERISAU  
Cocktail dress in *Festivosa* cotton voile print  
Model: Dieter Koehler, St-Gall



J. G. NEF & CO. LTD.  
HERISAU

*Page 62:*

At left: "Partner-look"  
gown and cossack shirt,  
in *Arlotte*, a printed  
cotton batiste.

At right: Man's shirt  
in *Vacance* polyester  
jersey.

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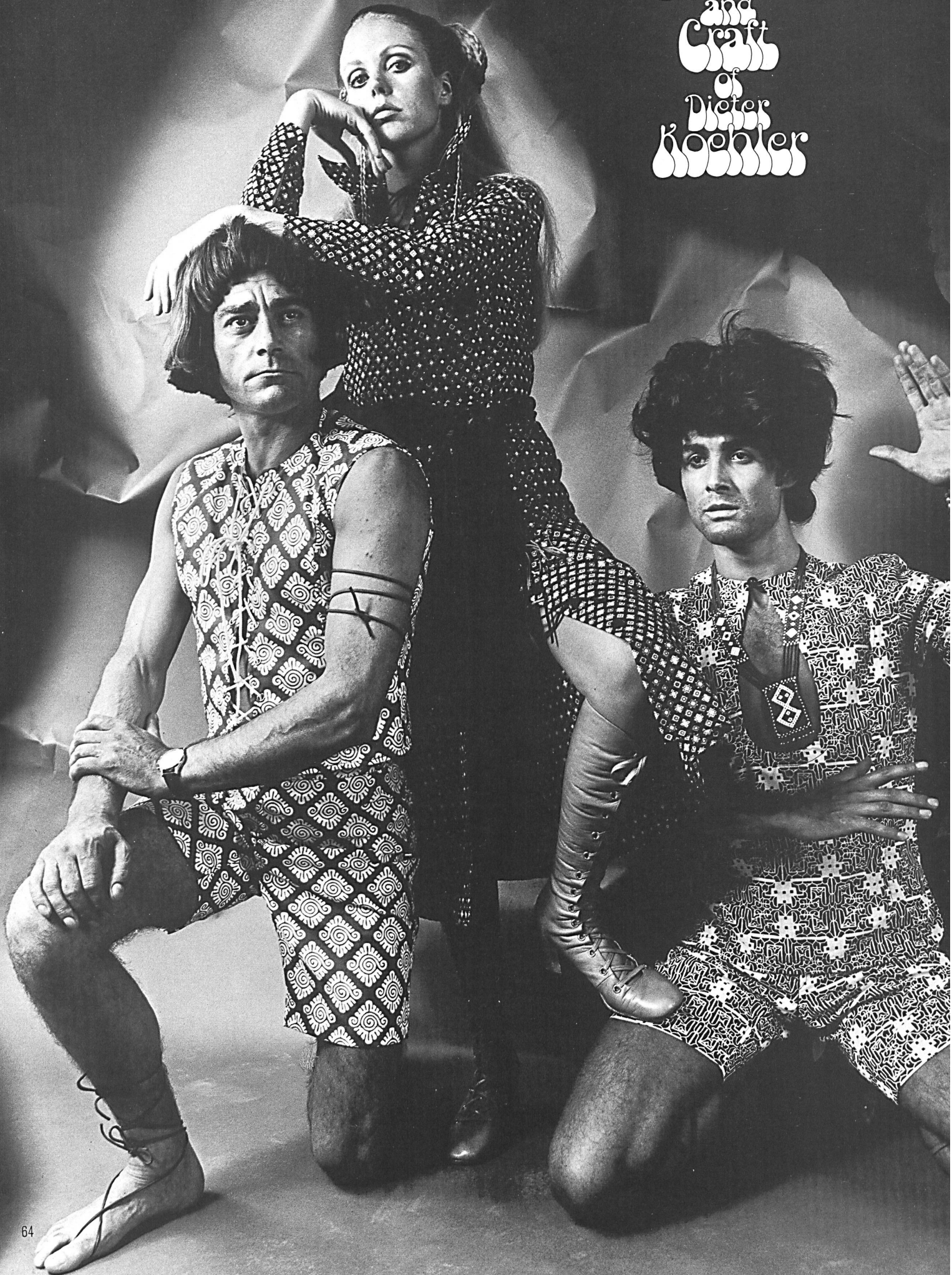
The "partner-look":  
Blouse with midi skirt  
and safari jacket with  
bermudas, in  
*Coronado* cotton poplin.

Models: Dieter Koehler  
St-Gall

the Art  
and  
Craft  
of  
Dieter  
Koehler



the Art  
and  
Craft  
of  
Dieter  
Roehner



J. G. NEF & CO. LTD.  
HERISAU

From left to right:  
Sleeveless tunic with  
laced front and  
bermudas, in *Arlette*  
cotton batiste; blouse  
with full-buttoned midi  
skirt, in *Coronado*  
cotton poplin; shirt and  
bermudas, in *Arlette*  
cotton batiste;  
beach outfit made up of  
maxi shirt and bermu-  
das in *Festivosa*  
cotton voile; midi skirt  
with small blouse in  
*Festivosa* cotton voile.

Models: Dieter Koehler  
St-Gall

