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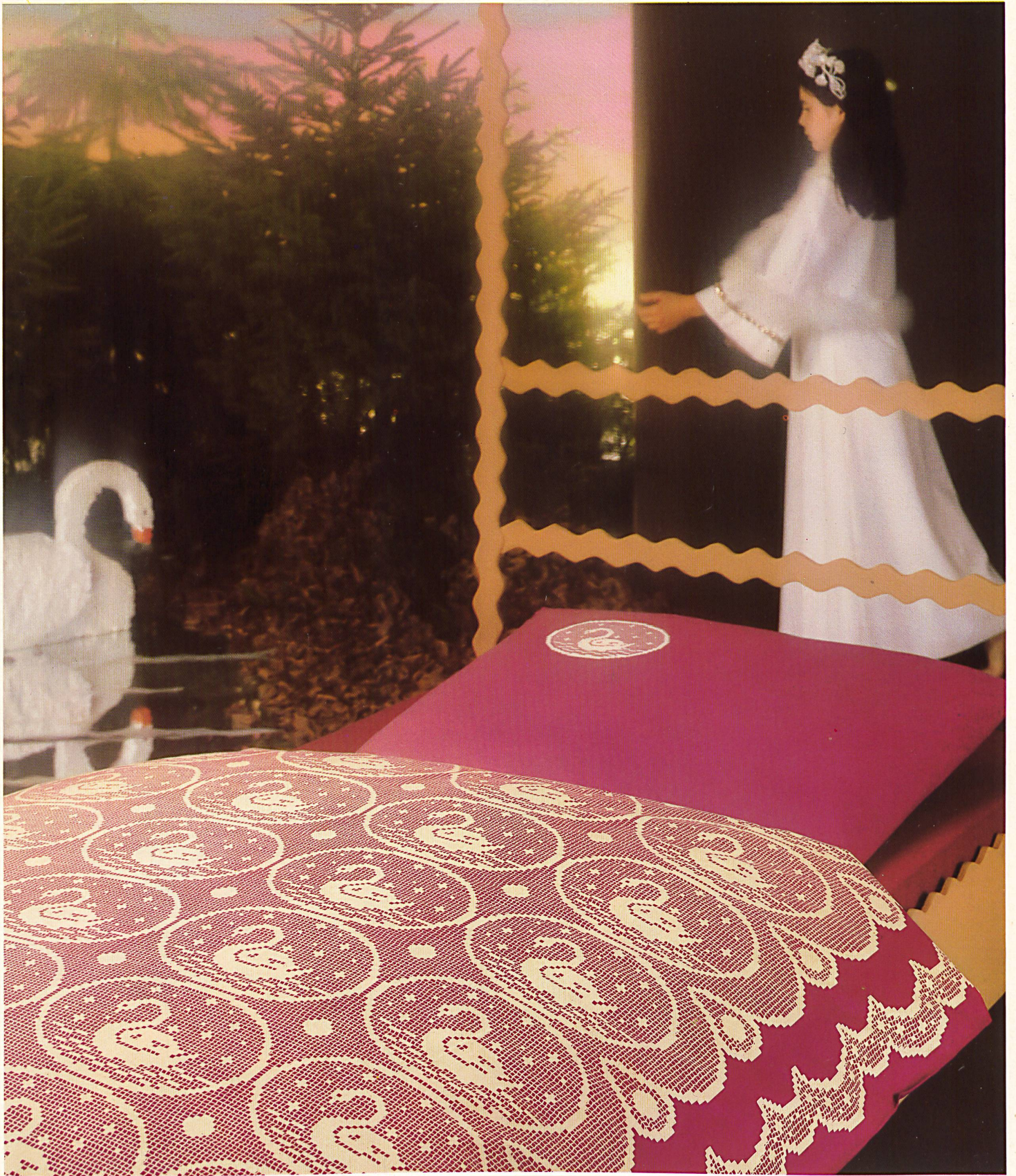
REFINED
COLOURS
AND **DESIGNS**
FOR COLOURFUL
BEDLINEN

Swiss collections of printed bedlinen for the coming season and for display at the Frankfurt Heimtextil 78, International Fair for Home Textiles and Household Textiles, are astonishingly varied. The trends noted in women's wear are carried over more and more quickly into the designs and colours used for bedlinen, and the influence of clothing fabrics on household linen is more and more noticeable.

Mention should be made of the tendency towards an ever more soigné appearance, visible in the choice of fabrics such as pure cotton satin, fine percale, panama and cotton batiste. The designs are also finer, more subtle. Oriental styles — from Japan to Persia — are as much in demand as romantic flowers and decorative wallpaper motifs. Nature is very much to the fore, not only in the naive-style scenery but also in the foliage and jungle scenes.

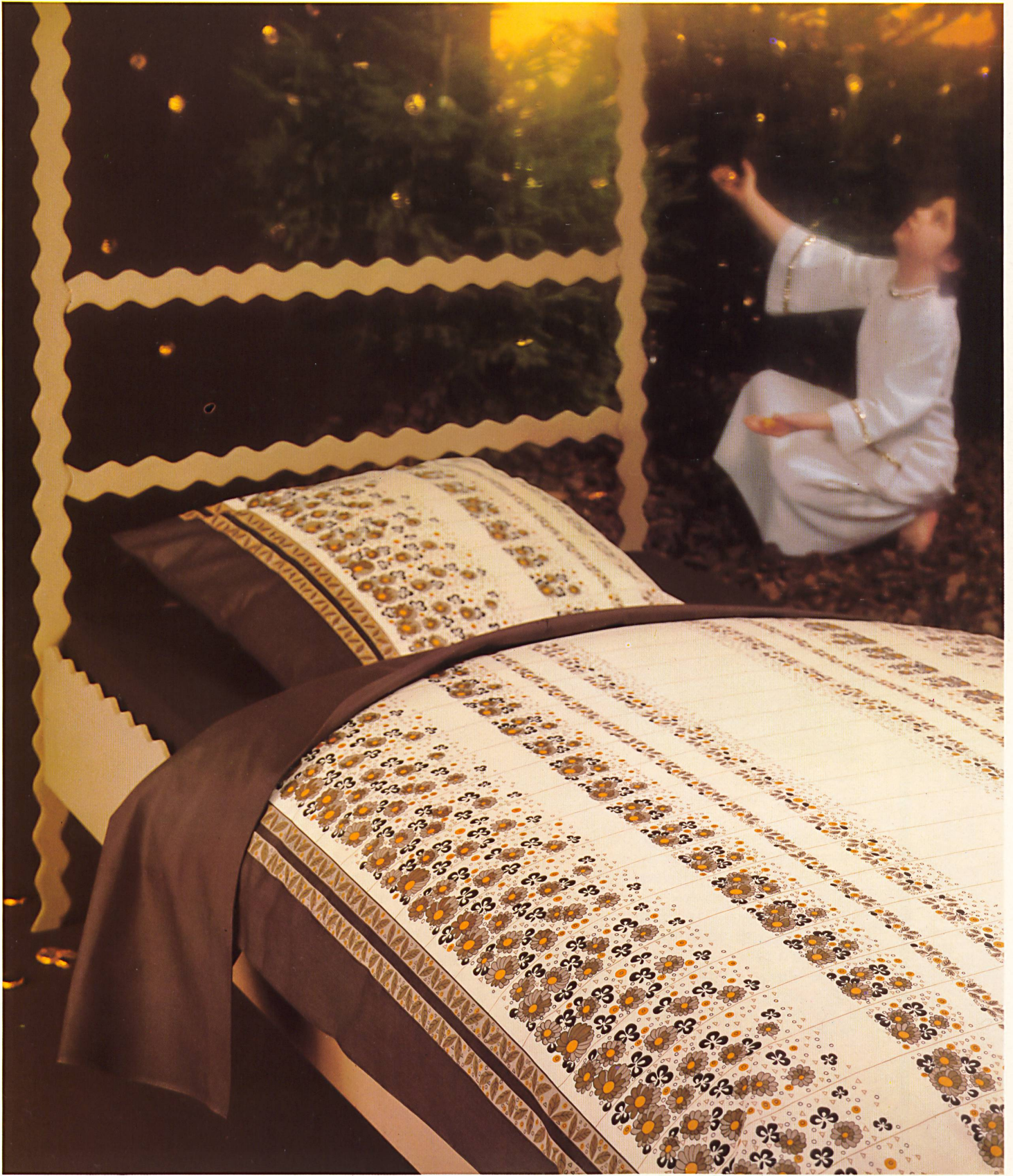
There are more and more fabrics for the total look or articles whose repeats cover the whole bed, their plain reverse sides being in a contrasting colour. The series of single-colour prints has been widened to include designs with lace and embroidery motifs. As an alternative to printed bedlinen, there are colour-woven damasks, with finely worked designs and attractive shaded effects. In both fields — prints and colour-wovens — the colours are more subdued. The tones are warm but never loud. Great importance is attached to matching colours, with the natural shades from light to dark, from champagne to dark brown, still prominent alongside olive green, aquamarine, rosewood, bronze and Sierra. One even comes across silver grey. But not only must the tones and designs be made to match, they must also be light-fast, for Swiss bedlinen must not only be hardwearing but beautiful and able to remain that way.

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“La Belle Epoque”, nostalgic swan design with exclusive lattice tulle effect; the romantic printed design is repeated on the pillow case with an appliquéd embroidery motif; available in claret, brown, navy blue, cinnamon; matching “Ideal-Stretch” fitted bottom sheets.





Floral border designs and striped patterns with original shaded effects. The design takes up the whole width of the cover. Top sheet and fitted bottom sheet in colours matching those of the edgings.





Lovely floral design in bright colours on a dark ground. The percale covers are shown with the colour-matching percale sheet and a "frotté" fitted bottom sheet.





“Quadro”, a geometric design in harmonious colours on beige ground from the Studio collection. The severity of the diagonal squares is softened by tiny dots. Colour-matched to the “Muralto” range, combined here with a “Jersey/Stretch” fitted sheet in “Muralto” olive.





“Allegría”, a design from the “Farm-House” group. Attractive combination of strict geometric stripes with folk-art floral stripes, in luminous pastel shades on a dark ground. Matching the “Muralto” and “Mayfair” colour ranges, combined here with a “Jersey/Stretch” fitted sheet in “Muralto” café.





“Semiramis”, a typical example from the “Oriental Style” group in beautiful combinations of colour. The attractive floral paisley design stands out particularly well on the high quality cotton satin ground. Colour-matched to the “Muralto” and “Mayfair” shades, it is combined here with a “Jersey/Stretch” fitted sheet in “Muralto” marine.





“Efendi”, from the “Oriental Style” group with a new interpretation of the classical paisley print, multicoloured on white satin in 100 % combed cotton. Colour-matched to the “Pastell”, “Mayfair” and “Muralto” shades, shown here with a “Jersey/Stretch” fitted sheet in “Muralto” adria.