

# Textile & Fashion

Where textiles are world class





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## St.Gallen-Bodensee is fabulous.

Fabrics that dreams are made of, fabrics from St.Gallen. Experience the world-famous textile creations on a journey through the East of Switzerland, Land of Textiles.

→ Map at the back of the brochure

→ Find out more on the following pages

# Top 10

Everyone who loves beautiful fabrics will adore St.Gallen. Reason enough to pay a visit to the Swiss textile region. The ten best reasons at one glance.



## 1 From St.Gallen to the catwalks of the world

The "Palazzo Rosso" in the old town, built in 1886, houses the St.Gallen Textile Museum and the Textile Library. Here exquisite fabrics, embroidery and lace bring to life the fascinating world of textiles. As a highlight visitors get an exclusive preview of the fabric creations to be presented on the international catwalks in the coming season.

**Website** [www.textilmuseum.ch](http://www.textilmuseum.ch)



## 2 St.Gallen's driest place

The "Tröckneturm" (Drying Tower) in the western part of the city is a prominent building from the heyday of the St.Gallen textile industry. This industrial building was completely renovated between 1999 and 2003 and has since served as a museum archive on the history of St.Gallen embroidery. The Tröckneturm is open June through September, on Wednesday afternoons and Sundays.

**Website** [www.troeckneturm.ch](http://www.troeckneturm.ch)

## 3 Fine embroidery from heavy machinery

The textile highlights at the Saurer Museum in Arbon are the weaving looms and Saurer embroidery machines (including the world's very first embroidery machine). They are fully-operational and a demonstration will be given on request. Towels and fabric samples that have been embroidered or woven on Saurer machines can also be bought.

**Website** [www.saurermuseum.ch](http://www.saurermuseum.ch)



## 4 Prêt-à-porter fabrics by the linear metre

Whether it's prêt-à-porter fabrics, St.Gallen Guipure embroidery, sequin creations or delicate lace you're after – exclusive fabric can be bought by the metre in the Jakob Schlaepfer shop to be further processed. Visitors will also find a large number of textile accessories and gift articles on offer.

**Website** [www.jakob-schlaepfer.ch](http://www.jakob-schlaepfer.ch)



## 5 This is how the wives of billionaires dress

A special exhibition in the Würth-Haus Rorschach, presented from 13 June 2016 until 26 February 2017, is the "Swiss Textile Collection", a collection of clothes and accessories in the field of haute couture. Everything made of Swiss fabrics, many of the exhibits from renowned designers. The exhibition will subsequently be on display in the Kornhaus Rorschach exclusive fabric can be bought by the metre.

**Website** [www.swisstextilecollection.ch](http://www.swisstextilecollection.ch)





## 6 Dreaming of fabrics

Those who not only wish to dream about fine embroidery but also to sleep in it can do so in one of the textile-themed hotel rooms. 15 hotels in the East of Switzerland offer specially decorated rooms furnished with selected fabrics, splendid curtains and wallpaper from St.Gallen design studios. Harmonious colours and an impeccable sense of detail create the perfect environment for you to fall into an inspiring sleep and awake invigorated.

**Website** [www.textilland.ch/hotels](http://www.textilland.ch/hotels)



## 7 How a traditional costume is created

The Appenzell Museum provides a detailed understanding of the traditional handicraft of costume making, showing the meticulous needlework and presenting a vivid portrait of the traditional costume dressmaker. Visitors can look over her shoulder and watch her at work. The demonstrations take place June through mid-October, every Friday from 2 to 5 p.m.

**Website** [www.museum.ai.ch](http://www.museum.ai.ch)



## 8 Visiting Zellweger's

The village square (Landsgemeindeplatz) of Trogen is surrounded by no fewer than seven palaces and a church, making the village a site of national interest. During an interactive theme-based tour of the washhouse and the town hall, you can learn about the history of the Zellweger family's textile dynasty that lasted for the 18<sup>th</sup> and 19<sup>th</sup> century.

**Website** [www.jahrhundertderzellweger.ch](http://www.jahrhundertderzellweger.ch)

## 9 Washington in St.Gallen

Strolling through St.Gallen you might be led to think you are back in 19<sup>th</sup> century New York or Paris. Houses bear names like "Pacific" and "Washington", art déco is everywhere you look and the façades tell tales of distant lands. The architecture reflects how important a role St.Gallen played in the world of textiles during its glorious heydays. It was the centre of the world.

**Website** [www.textilland.ch/architektur](http://www.textilland.ch/architektur)



## 10 Textile art from the 3D printer

A unique eye-catcher awaits you at the tourist information centre – the information desk is modelled to resemble the head of a bear, the city's heraldic animal. The "skin" is made up of more than 1000 tiles which have been individually produced using a 3D printer, based on an embroidery pattern from Biscoff Textil, a St.Gallen-based company. Located in the middle of the room, it represents the origins and tradition of St.Gallen.

**Website** [www.st.gallen-bodensee.ch](http://www.st.gallen-bodensee.ch)



## Discover the interactive online brochure.



More information, tips, pictures, and videos on this topic can be found online in German, English, French, and Italian.

[www.st.gallen-bodensee.ch/reader](http://www.st.gallen-bodensee.ch/reader)



“As soon as one of our fabrics appears on the catwalk, we have to let it go and start looking for the next surprise. The world of fashion has an incredible visual memory.”



## Where every fabric is world class

Martin Leuthold is Creative Director for Jakob Schlaepfer. His creations are worn by famous people such as Nicole Kidman, Dakota Johnson or Queen Elizabeth. The designer tells us why he never exactly knows who he is currently working for and why he finds his inspiration in St.Gallen of all places.

Martin Leuthold is not only a talented textile designer, but also an impressive history expert and storyteller. The Creative Director for Jakob Schlaepfer can still remember the days in St.Gallen when you had to have your shirt tailor-made from a roll of fabric you would entirely provide yourself. He has studied books on the eventful history of St.Gallen, whose textile trade almost let it become the most important city in Europe.

“St.Gallen will always be associated with embroidered lace, although this tradition only goes back a hundred years.” In the same breath Martin Leuthold goes one step further: “It has indeed already come to an end.” The fate of all inventors and pioneers is that they get caught up with sooner or later. This is particularly the case in the luxury segment of the fashion industry, in haute couture, with which the city and the region of St.Gallen-Bodensee have been closely associated with for almost a thousand years.

“If you look at an aerial photo of St.Gallen you can see that 90 per cent of the houses were built with money from the textile industry”, Leuthold estima-

tes. Wherever you go in St.Gallen, you can see the legacy of a trading era which in the last century almost caused the city to rise to the status of a global metropolis. The city's museums, he says, are full of souvenirs and curiosities, brought home by tradesmen from their business travels; the impressive stone palaces that now accommodate insurance companies and banks hosted textile marketplaces

“St.Gallen has an 800-year-old textile tradition of serving the most affluent.”

and exchanges; the grand mansions up on Rosenberg bear testimony to that era the same way the spacious workers' houses do on Freudenberg. Even the local football club, he says, has its origins in textile trading relations with England.



Just as the fascinating characteristics of the city of St.Gallen are not immediately apparent to the superficial observer, most people do not associate St.Gallen with haute couture and textile innovations. Nevertheless: "St.Gallen is certainly appreciated by the big world of fashion, which means Paris, New York, London, Tokyo – and these days in China, too", says Leuthold. During a tour of the Abbey Quarter and the Abbey Library with a Chinese customer, he recalls, she noticed something that also deeply impressed Leuthold: "She renewed my attention for the phenomenal archives of our libraries and museums, the diversity of the people around us, this many-layered culture. This is something we can draw endless inspiration from, yet we in St.Gallen take our surroundings for granted. You don't just find these conditions anywhere in the world."

This bouquet is particularly important for the exquisite textile creations with which St.Gallen companies have been causing a stir in the upper echelons of society for almost a thousand years. "Luxury products trickle down from the top of society to the base, and by that time they are no longer luxurious. To remain luxury it needs to transform itself, remain surprising and constantly reinvent itself. As soon as one of our fabrics appears on the catwalk, we have to let go of it and start looking for the next surprise. For the world of fashion has an incredible visual memory", says Leuthold, describing his business. This ceaseless quest for St.Gallen's textile industry started with the production of linen for book covers in the 16<sup>th</sup> century, continued throughout the production of cotton fabric in the 17<sup>th</sup> century into the industrialisation of lace production around 1860. It has recently led to St.Gallen lace made of latex, produced through 3D printing.

Today Jakob Schlaepfer acts as supplier for the major luxury brands and can rightfully claim to have indirectly embossed not only Michelle Obama, Charlotte Gainsbourg, Nicole Kidman, Dakota John-

Not only at the Textile Museum can you admire the relics of St.Gallen's rich textile history. Linen book covers, such as those in the Abbey Library, replaced goat's leather when printing was invented and more covers were necessary. In those days linen was traded like gold.

Crocodiles, sea lions and also mummies that fabric traders brought back home to St.Gallen from their month-long journeys are just some of the curiosities to be seen at the Historical Museum. When mansions once belonging to textile merchants are sold, there are always a few surprises in store.

son and the Muppets' Miss Piggy in finest cloth, but also even the Queen. However, this is never contract work. In Leuthold's team nobody knows what happens to the fabric that the sellers take to Paris, New York, London, Milan, Shanghai, Tokyo or to the Arab Emirates. Leuthold enjoys this situation as an enormous advantage: "It gives us the freedom to produce textiles for the whole world and therefore to be able to reinvent ourselves over and over again with unchallenged independence."

Those who take the time to learn about St.Gallen's 800-year-old history of cloth production will recognise that history continues unabated – even if the force of history requires a keen eye when strolling through the city. "In St.Gallen you're surrounded by the history of textiles everywhere you go", Leuthold says enthusiastically. "And this will be the case as long as companies like ours work hard to be of global importance and developing fashion."

**Address** Fürstenlandstrasse 99, 9001 St.Gallen

**Opening hours** Tues – Fri 9.00 a.m. – 12.00 p.m. and 1.00 p.m – 6.30 p.m., Sat 9.00 a.m. – 12.30 p.m

**Website** [www.jakob-schlaepfer.ch](http://www.jakob-schlaepfer.ch)



# Tours

From the bastion of textile production to innovative haute couture: Experience St.Gallen's history of textiles on foot, in the nostalgia bus or with your own car.

[www.st.gallen-bodensee.ch/tours](http://www.st.gallen-bodensee.ch/tours)



## St.Gallen Textile Trails

The "St.Gallen City Textile Trail" is some five kilometres long and leads from the St.Gallen tourist information centre to outstanding buildings in St.Gallen's city centre with a history in textiles. Brief descriptions provide information on the history, architecture and present use of the buildings. Anyone who wishes to can then follow the "St.Gallen West Textile Trail", which leads down to the Sitterwerk.

**Website** [www.textilland.ch/textilweg](http://www.textilland.ch/textilweg)



## Land of Textiles Classic Tour

The "Land of Textiles Classic Tour" starts at the St.Gallen Textile Museum with the vintage postbus, stops at the Saurer Museum in Arbon and continues by boat to Forum Würth in Rorschach. There the special exhibition, "prêt à toucher", showcases around 2000 items of clothing and accessories from the "Swiss Textile Collection" in the field of haute couture. The tour then takes you back to St.Gallen in the vintage postbus.



Why not pay a visit and enjoy an unforgettable and eventful day with friends or family in the East of Switzerland, the Land of Textiles.



**Website** [www.textilland.ch/classic](http://www.textilland.ch/classic)

## Land of Textiles Explorer Tour

St.Gallen is known around the world as a city of textiles. Great designers like Chanel, Dior and Armani rely on embroidery from St.Gallen, and hardly any important fashion show in Paris, Milan or New York does not present haute couture made of St.Gallen's fabrics. However, St.Gallen is not the only region in the East of Switzerland offering experiences involving textiles. There are others, too: you can experience these on the new "Land of Textiles Explorer Tour". While the "Land of Textiles Explorer Tour North" is primarily devoted to fine fabrics, the "Land of Textiles Explorer Tour South" focuses on traditions and nature.



**Website** [www.textilland.ch/explorertour](http://www.textilland.ch/explorertour)

## Textile-themed tours

Trains travelled non-stop to Paris. American merchants flocked into the city in droves. The whole world bought their fabrics in St.Gallen. Experience the splendour of those days on our textile-themed tours.

[www.st.gallen-bodensee.ch/citytours](http://www.st.gallen-bodensee.ch/citytours)



### Tour of the Old Town and Textile Museum

On this tour you will get to know the historical old town of St.Gallen by learning about selected buildings in captivating stories and anecdotes. In the Textile Museum you can then examine exquisite fabrics, embroidery and lace, with which St.Gallen acquired its reputation as Textile City St.Gallen.

**Tours** for the general public



### A look behind the scenes

Textile dreams are just his thing: For more than 40 years Martin Leuthold has been designing and producing fabrics for Jakob Schlaepfer and the company's haute couture customers. Visitors are able to look over his shoulder and watch him at work with other designers from the textile companies of St.Gallen. This exclusive offer is only available on request and is with limited capacity.

**Website** [www.st.gallen-convention.ch](http://www.st.gallen-convention.ch)

**Tours** Group and private tours

## Apropos white gold

The textile industry has given distinction to St.Gallen. Just why St.Gallen embroidery became world famous in the 19th century and one of Switzerland's most important export items, is one of the things you will learn on this tour. You will also visit the exhibition at the Textile Museum and can take an exclusive glance at the pattern books.



**Tours** group and private tour

## On the trail of the Land of Textiles

Ambition, far-sightedness and creativity characterise the production of textiles in and around St.Gallen. The "Palazzo Rosso", the "Oceanic", "Pacific" and "Washington" still bear testimony to this. Admire the opulent façades of these historical, textile-related buildings and learn more about St.Gallen's inhabitants and the city's production of fabrics.



**Tours** group and private tour

## Gourmet "tasting tour" with the history of embroidery

This discovery tour through St.Gallen's historical old town combines gourmet culinary tasting with information about St.Gallen's history as City of Textiles. The specialities from around the region of St.Gallen-Bodensee are fittingly served upon embroidered place settings, in line with the tour's theme.



**Tours** group and private tour

# Shopping tips

Shop where Dior, Gucci or Prada get their drapery: St.Gallen makes it possible. We show you the places frequented by international designers and tell you where haute couture is affordable.



## 11 Akris

Akris, a family business, was formed in St.Gallen in 1922. The clothes in the haute couture segment are created and produced in Swiss ateliers, then worn by numerous celebrities such as Adele, Charlène of Monaco and Cameron Diaz.

**Website** [www.akris.ch](http://www.akris.ch)



## 12 aéthérée

She went to Paris and returned as a young entrepreneur. Ly-Ling Vilaysane attended the Département textile at the Collège de Paris, where she founded her own company – the fashion label “aéthérée”. Since October 2015 she has been designing and producing her creations entirely in the East of Switzerland.

**Website** [www.aetheree.ch](http://www.aetheree.ch)

## 13 BischoffTextil

St.Gallen embroidery from BischoffTextil enjoys an international reputation and is processed by renowned brand companies in the clothing industry. In the factory outlet, trend-setters and fashion lovers will find embroidery in many different colours and variations.

**Website** [www.bischoff-decor.ch](http://www.bischoff-decor.ch)



## 14 Die Manufaktur

This is where modern design merges with the ancient tradition of St.Gallen's hand-made textiles. For men there are tailor-made suits from Scabal and Xacus and for women models from our the company's collection as well as from Paradis des Innocents.

**Website** [www.diemanufakturmbh.ch](http://www.diemanufakturmbh.ch)



## More shopping tips

<b>Textile shop in the Tourist Information Centre</b>	Bankgasse 9, St.Gallen	<a href="http://www.st.gallen-bodensee.ch">www.st.gallen-bodensee.ch</a>
<b>MOHO</b>	Spisergasse 40, St.Gallen	<a href="http://www.moho.ch">www.moho.ch</a>
<b>Le Soir Le Jour</b>	Oberer Graben 26, St.Gallen	<a href="http://www.lesoirlejour.ch">www.lesoirlejour.ch</a>
<b>Mode Weber</b>	St.Leonhard-Strasse 8, St.Gallen	<a href="http://www.modeweber.ch">www.modeweber.ch</a>
<b>Forster Rohner</b>	Flurhofstrasse 150, St.Gallen	<a href="http://www.forsterrohner.com">www.forsterrohner.com</a>
<b>Okutex AG</b>	Hintere Poststrasse 12, St.Gallen	<a href="http://www.okutex.ch">www.okutex.ch</a>
<b>Christian Fischbacher</b>	Mövenstrasse 18, St.Gallen	<a href="http://www.fischbacher.com">www.fischbacher.com</a>
<b>Designer Outlet</b>	Schachenstrasse 1, St.Gallen	
<b>Kreuzlingen Outlet</b>	Sonnenwiesenstr. 21, Kreuzlingen	<a href="http://www.outlet-kreuzlingen.com">www.outlet-kreuzlingen.com</a>
<b>Meyer-Mayor</b>	Toggenburgerstr. 13, Neu St. Johann	<a href="http://www.meyer-mayor.ch">www.meyer-mayor.ch</a>

# Restaurant tips

Bars decked out in lace, restaurants decorated with sequins – and even bathrooms with embroidered wallpaper: In the St.Gallen-Bodensee region even dining is a textile experience.



## 15 Einstein

The “Einstein” is closely associated with the textile industry. The classical, five-story building was built by the widow of textile finisher Jacob Allgäuer in 1830. In 1978, textile manufacturer Max Kriemler (Agris), a citizen of St.Gallen, purchased the property and converted it into a four-star hotel. Today the Hotel Einstein contains a gourmet restaurant looking out over the roofs of the old town and an elegant English-style hotel bar.

**Website** [www.einstein.ch](http://www.einstein.ch)



## 16 National

At first glance nothing in the National Restaurant – affectionately called “Naz” by the inhabitants of St.Gallen – is reminiscent of St.Gallen’s tradition as City of Textiles. The restaurant has a homely and cosy atmosphere serving Chäschrüechli (Swiss cheese quiche), white sausages and beer from the restaurant’s own brewery. If you have to pay a visit to the bathroom, you will find beautiful wallpaper designed by the local textile business Jakob Schlaepfer.

**Website** [www.diegastwirte.ch/national](http://www.diegastwirte.ch/national)

## 17 Stickerei

In the years before the First World War an embroidery factory was planned at Oberer Graben in St.Gallen. During the Great Depression, however, demand for embroidery fell drastically. So the factory halls were converted into apartments and maid’s rooms. The name “Stickerei” (embroidery factory) was only revived a few years ago when the restaurant opened and is a reminder of the original plans. It serves home-made burgers whose reputation has spread well beyond the East of Switzerland.

**Website** [www.stickerei.sg](http://www.stickerei.sg)



## 18 Militärkantine

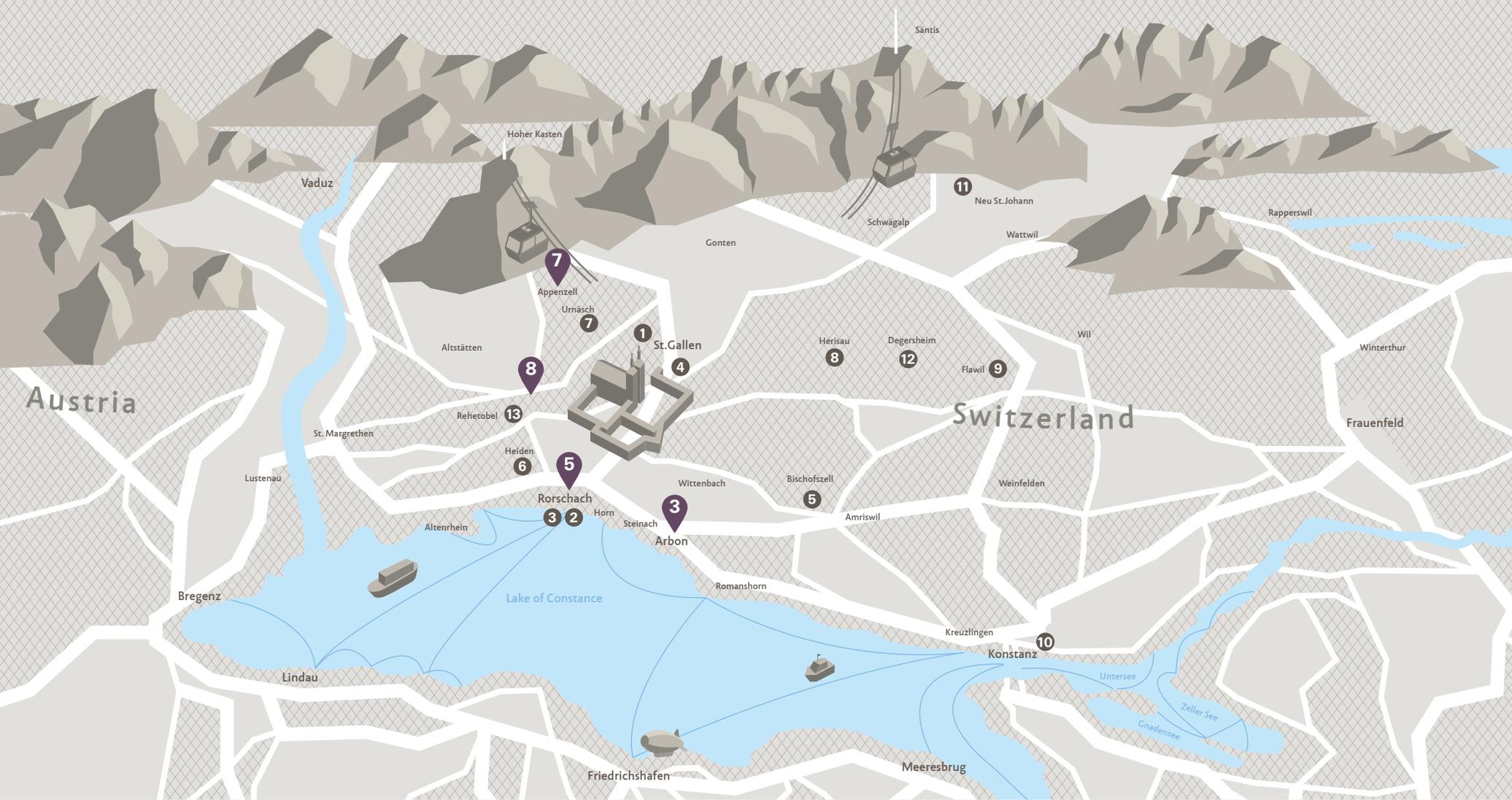
Just a few minutes walk from the city centre is this former officers’ mess, now a listed building. Today it is a boutique hotel and restaurant for design enthusiasts. Individually furnished rooms with furniture creations from the 1920s to the 1970s, magnificent curtains from Bischoff Textil and a bar with textile wallpaper from Jakob Schlaepfer are guaranteed to make your stay a stylish one.

**Website** [www.militaerkantine.ch](http://www.militaerkantine.ch)



### Restaurants with textile-themed menus

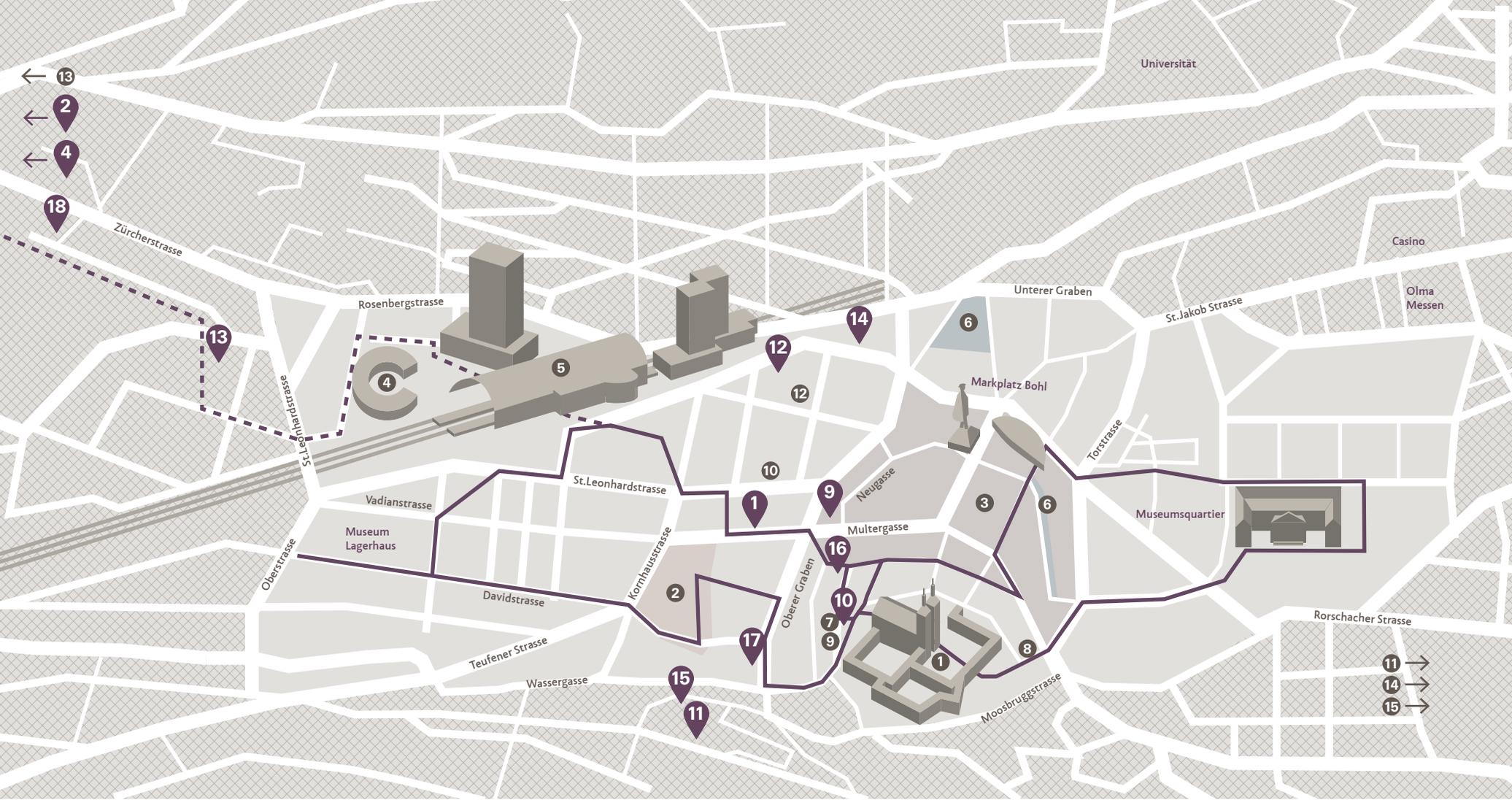
<b>Hotel Einstein</b>	Berneggstr. 2, St.Gallen	<a href="http://www.einstein.ch">www.einstein.ch</a>
<b>Hotel Oberwaid</b>	Rorschacher-Str. 311, St.Gallen	<a href="http://www.oberwaid.ch">www.oberwaid.ch</a>
<b>Hotel Wolfensberg</b>	Wolfensberg, 9113 Degersheim	<a href="http://www.wolfensberg.ch">www.wolfensberg.ch</a>
<b>Restaurant Sonne</b>	Nasen 6, Rehetobel	<a href="http://www.appenzelleria.ch">www.appenzelleria.ch</a>



- 3 Saurer Museum
- 5 Swiss Textile Collection
- 7 Appenzell Museum
- 8 Textile dynasty Zellweger

- 1 Drei Weieren
- 2 Badhütte Rorschach
- 3 Kornhaus Rorschach
- 4 Textile City St.Gallen
- 5 Textile industry discovery trail
- 6 Biedermeier village Heiden
- 7 Museum of Appenzell Customs
- 8 Herisau Museum
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- 10 Kreuzlingen Outlet
- 11 Meyer-Mayor
- 12 Hotel Wolfensberg
- 13 Hotel Sonne

Map of the city →



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- 10 Tourist Information Centre  
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- 12 aéthérée
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- 4 Lokremise
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