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Swiss Textiles

reproduce a series of hitherto unpublished photographs of the display organized by the Swiss Office for the Development of Trade, Zurich and Lausanne, to promote the Swiss fashion and textile industries.

Text : Andrée Brossin de Méré.

Photos : Bischof, Zurich ; Guggenbühl, Zurich ; Roessiger, Basle.

Nine of the leading Swiss dressmakers and designers were invited to create a series of sportswear and morning, afternoon and evening ensembles from the newest and most varied Swiss-made fabrics.

Their aim was not to create a new trend entirely divorced from the inspiration of world fashion centers, but to demonstrate what Switzerland can give in the domain of fashion by employing all their taste and skill to enhance the qualities of the materials placed at their disposal.

Swiss couturiers thoroughly understood what was expected of them and enthusiastically prepared a remarkable collection of gowns which was displayed on September 11th and 12th 1941 in Zurich and Geneva respectively. The presentation proved an outstanding success.

This manifestation of the Swiss textile and fashion industries has once again shown what great resources the country possesses.

The unimpeachable quality of the fabrics themselves, the evident care taken to find new colorings, weaves and original prints, the use of new raw materials, were conclusive in this respect.

Switzerland has proved to herself and to the foreign public that, despite the difficult economic conditions of the moment, she is maintaining, and will in future maintain, her position on world markets.

House pyjama in a deep copper red of rayonne wool from **Mettler, Saint-Gall**, trimmed with woollen scarves in bright yellow, blue, red, burgundy and copper from **Vischer & Co., Basle**. This model is from **Gaby Jouval, Zurich**.

Pijama casero en lana artificial cobre oscuro de **Mettler, San Gall**, guarnecido de una bufanda de lana amarillo claro, azul, rojo, borgoña y cobre, de **Vischer & Cía, Basilea**. Modelo **Gaby Jouval, Zurich**.

Pyjama d'intérieur en fibranne cuivre foncé de **Mettler, Saint-Gall**, garni d'une écharpe de laine jaune clair, bleue, rouge, bourgogne et cuivre de **Vischer & Cie, Bâle**. Modèle **Gaby Jouval, Zurich**.

