

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1941)
Heft: 3-4

Artikel: Swiss textiles all over the world
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DOI: <https://doi.org/10.5169/seals-799512>

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Swiss Textiles all over the

The Swiss textile industry with its centuries-old experience has gained world-wide recognition thanks to the enterprising spirit of its leading executives and the quality of its productions.

In order to maintain the position won in the past and to prepare the future, Switzerland is represented at all important trade fairs and international expositions which still take place despite the many difficulties of the present day. Whether in Europe or overseas, neutral Switzerland made a point of collaborating with the economic efforts of the various countries with which she has commercial relations and in 1941 successfully participated in about a dozen trade fairs.

At almost every one of these the Swiss Pavilion comprised among others, a textile section which aroused great interest.

The Toronto, Lyons and Leipzig Fairs held the most important Swiss textile sections of the year. Exhibits included the whole range of textile productions, from classic Swiss products such as embroideries, Saint-Gall fabrics and silks, to knitwear, underclothing, ties and footwear, for all



The Swiss textiles at the Toronto Fair.
Los Textiles suizos a la Feria de Toronto.
Les Textiles suisses à la Foire de Toronto.

World



The Swiss Pavilion at the Sao Paulo Fair.
El Pabellon suizo a la Feria de Sao Paulo.
Le Pavillon suisse à la Foire de Sao Paulo.

of which Switzerland has acquired a certain reputation. The Swiss textile industry was also represented, though not so thoroughly, at the Fairs in Sao Paulo (Brazil), Marseilles, Milan, Bratislava, Budapest, Vienna and Prague.

All branches of this Swiss industry are adapting themselves to new conditions by keeping contact with great economic centers, by ceaselessly perfecting their technique, by bearing in mind the requirements of fashion and the preferences and needs of their customers.



The Swiss textiles at the Fair of Lyons.
Los Textiles suizos a la Feria de Lyon.
Les Textiles suisses à la Foire de Lyon.