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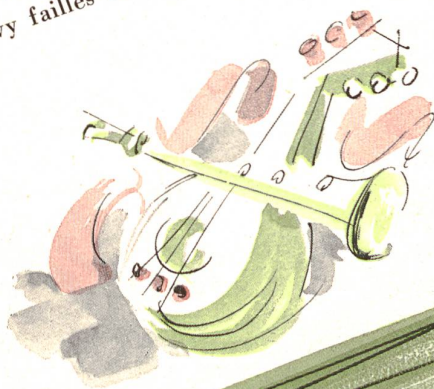
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Festivities

Festive lines to please the eye, such as present those trailing evening gowns in which fabrics and colours intermingle in a single harmony, in which the juxtaposition of tones and shades result in subtle, sometimes clashing, chords.

Clean-cut designs, masterly sweep of the skirt, gleaming gold against white muslins, deep-hued blacks — all are expressions of a quest inspired by pure art, and which has exploited to the full the resources of progressive Swiss machinery made to cut into deep folds of thick brocades, to embroider tulle and laces, to weave braids, to diaper heavy failles and dreaming satins.





Model *Modelo*
Sauvage Couture

Rayon and staple fibre red crêpe
faïlle :

Crepe falla roja, rayón y lana
artificial :

Emar Ltd., Zurich.

To the right :
A la derecha :

Model *Modelo*
Gaby Jouval

Subtle contrasts of pale violet-
blue and Bordeaux red on a
« Westwind » rayon fabric :

Subtil yuxtaposición de azul mo-
rado claro y burdeos rojo, sobre un
rayón « Westwind » :

Stünzi Sons Ltd., Horgen.





1



2

3 Model Modelo
Hug-Vernier

Gold lamé galoon :
Galón en metal dorado :
A. Naef & Co., Flawil.

Black silk tulle :
Tul de seda negra :
Swiss Net Company Ltd., Munchwilen.

3

4 Model Modelo
Grieder

Embroidered tulle with applications of
black organdie; knot of mauve ribbon :
Tul bordado, con aplicaciones de organdi
negro ; lazo morado :
A. Naef & Co., Flawil.

2 Model Modelo
Bouchette

« Astrapon », Lace material embroidered
with gold sequins :
Laize bordada de lentejuelas de oro
« Astrapon » :
Reichenbach & Co., St-Gall.





① *Model* *Modelo*

Andrée Wiegandt

Rainbow printed rayon tulle :
Tul de rayón, con arco iris estampado :
Swiss Net Company Ltd., Munchwilen.

② *Model* *Modelo*

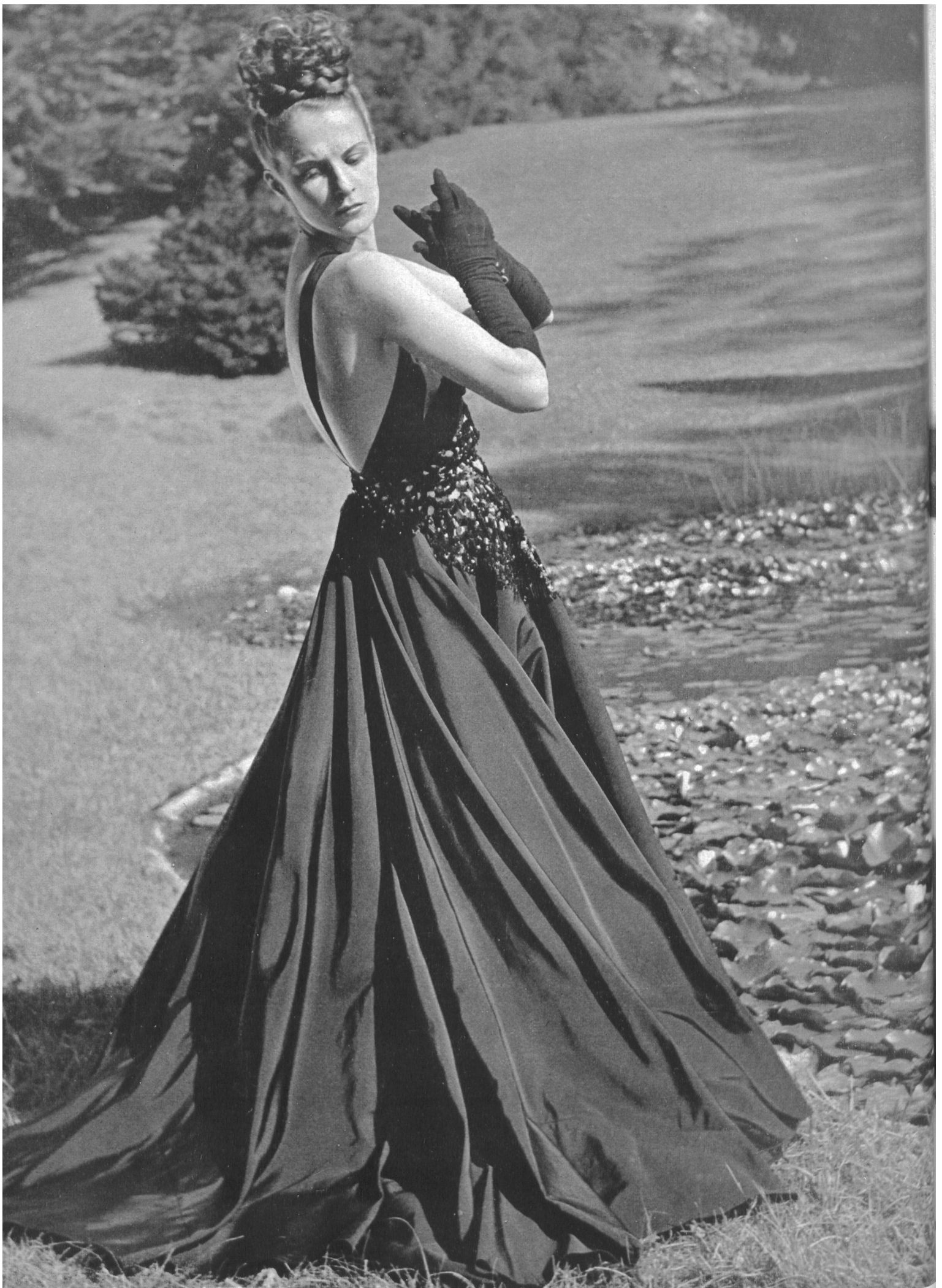
Léon Fischer

Satin suède fabric :
Satén cuero :
Heer & Co. Ltd., Thalwil.
Applications of embroidery :
Aplicaciones de bordados :
Walter Schrank & Co., St. Gall.
White rayon tulle :
Tul blanco en rayon :
Swiss Net Company Ltd., Munchwilen.



①

②



Model Paul Daunay Modelo

Black silk « grosgrain faille » :

Falla « grosgrain » de seda negra :

Stehli & Co., Zurich.



Model **Lehmann**

Gown in « Cordula », a rayon and staple fibre fabric:
Vestido en « Cordula », rayón y lana artificial:
Heer & Co., Ltd., Thalwil.

Modelo

Bolero in fancy novelty galoon:
Bolero en galón, alta fantasía:
C. Forster-Willi & Co., St-Gall.



Swiss Office for the Development of Trade
Zurich and Lausanne
Publications

« Swiss Industry and Trade », an export trade journal :

Surveys Switzerland's economic situation and development ; gives general information concerning her industry, trade and national life. Issued three times yearly in English, French, German and Spanish.

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« Swiss Textiles », an export trade review :

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Special publications on the watch industry, folders, etc.

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