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Autor: [s.n.]
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Swiss Fashion Textiles

The *haute couture* fashion displays, once again organized this year by the Swiss Office for the Development of Trade on the occasion of the Swiss Fashion Week, attracted a great many visitors.

These few simple words cannot suggest to the reader all the organizing and preparatory work these parades entailed, so that on the given day the mannequins might present a hundred models, each perfect to the last detail. Already several months before the event, well-known fashion artists were called upon to create designs around the central theme « Music ». It was the only motif suggested, and yet, to what an incredible variety of ideas did it not give birth ! Then, once the designs were completed, came the practical, technical realization of these ideas. We may say at once that the results obtained do great credit to Swiss textile manufacturers.

The models presented do not seem to indicate new tendencies of silhouette or line. It is on the colour schemes that the greatest stress is laid. Many details, whether of style or cut, may have appeared daring, excentric, difficult to



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wear for ordinary mortals. But should not a « Special Collection » — in itself a splendid opportunity for freedom of expression and giving rein to the creative fancy of fashion designers and craftsmen — should it not, then, be essentially something out of the common run of things, a kind of experimental display, a test laboratory?

And this test, whose object was to stimulate the artistic and technical capacities of the Swiss textile industries, has proved most strikingly that they are indeed most vital and quite capable of self-renewal. There is therefore no need to fear that the foreign trade of these industries will not prosper after the war.