

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1944)
Heft: 2

Artikel: Fashions and daily life
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-799334>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 17.05.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Fashions and Daily Life



Photos Schaub.

The members of the ready-made wear group of the textile industries presented their creations to visitors at the 3rd Swiss Fashion Week with a masterly skill indicative of great experience.

The display lasted two whole hours during which a delighted audience witnessed the parade of cosy, plush sports coats, trim tailormades, dainty afternoon gowns and luxurious evening wear — in short, all that a woman needs in the way of ensembles, dresses and coats for morning, afternoon, evening, sports and town wear.

There was certainly no lack of imagination in the creations presented by the trade. But inspiration

here was so tempered by good taste, that no model appeared too bold or audacious — not merely to tempt a daughter of Eve, but to be really wearable in every day life. These models are not created for film stars out for publicity, but incorporate a number of practical ideas which women do so appreciate in their clothes, whether in dresses or jewellery, hats, stockings, footwear, umbrellas or gloves.

A series of ballets further added to the attraction of these evening display and won great applause from an appreciative public.