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Swiss Textiles



Nº 2
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SWISS *Fashion* TEXTILES

SPORT . MORNING
AFTERNOON
WEEK-END



DINNER . COCKTAIL
EVENING WEAR
BRIDAL
PROCESSION

Union S. A., St-Gall
Organdi brodé
Embroidered organdie
Organdí bordado
Modèle Gaby Jouval.

The fundamental methods of manufacture and general technique of the textile industry are centuries old. Nevertheless, more than any other, this industry is also subordinated to new discoveries and the creation of novelties. Every year, and even every season, original novelties are brought out as a result of the patient research of all who dedicate their energies to this work. What more fitting expression of this constant growth and development than the finished models born of the couturier's imagination, his source of inspiration being, not only the general trend of the fashions of the day, but also the peculiar character, colour and design of the fabric to be used. This co-operation between industrial circles and the fashion trades results in a perfect synthesis of technical quality and good taste. The creations presented at the « Swiss Fashion Textiles » Parades organized by the Swiss Office for the Development of Trade must be considered as documents showing the practical possibilities of Swiss textiles. The models, completed by millinery, footwear and various fashionable accessories, such as jewels and watches, strike the atmosphere which displays the fabrics to the best advantage and, moreover, stress their technical and artistic perfection.

The models on the twenty following pages have been detached from the sixth collection of « Swiss Fashion Textiles » presented in Zurich on February 27th and 28th, 1945.

Photos Guggenbuhl and Tenca