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IXth Export week of the Exporters association

of the Swiss clothing Industry

As announced in «Swiss Textiles» N° 3/1946, the Exporters Association of the Swiss Clothing Industry held their IXth Export Week in Zurich from November 25th to 30th 1946. The event was not intended as a collective exhibition giving a unified and complete picture of the industry, but merely as a period during which thirty manufacturers of apparel — ladies' coats and suits, dresses, blouses, millinery, raincoats, sportswear, children's garments — all members of the Association, presented their new collections: Zurich houses gave their displays in their new collections; Zurich houses gave their displays in their own salons, and others presented theirs in hotel premises. This arrangement allowed foreign buyers to concentrate their visits and to make their purchases in a rational way.

Although many Swiss outfitting firms have turned to the export trade rather late in the day, they already have an interesting clientele abroad and a market which will certainly develop even more. Buyers came to Zurich from Belgium, Luxemburg, the Netherlands, Sweden, South Africa and many other countries. Among them were importers, wholesalers, buyers from chain stores and specialized firms, etc. As many of these visitors confessed, they came to Switzerland especially for the sake of that traditional Swiss quality of workmanship — a quality which has made the reputation of Swiss watches, laces, embroideries and many other products — and also for the undeniably distinctive elegance and chic of Swiss apparel, characteristics worthy of international fashion centres. Switzerland stands at the crossing of several streams of culture and, for this reason, her people take an interest in what is going on elsewhere; a contact with foreign markets has been maintained and a well-modulated, but very animated and comprehensive synthesis of taste has been achieved. Switzerland is well on her way to becoming an important international supplier of ladies' apparel for all markets where there is a demand for classical or fashionable styles of careful work-

manship: fine fabrics, exclusive designs, elegance of line, impeccable cut and attention to detail. This evolution will of course depend also on world trade conditions.

* * *

The very extensive development of the Swiss export trade during 1946 and the enormous afflux of foreign travellers, have unfortunately caused a disequilibrium in the balance of payments obtaining between this and other countries. This state of affairs has called for several protective measures which have resulted in a restriction of export quotas. The new ruling concerning Swiss exports to Sweden, Belgium, Luxemburg and sterling-block areas were applied last autumn, just at the time when foreign buyers were on their way to Zurich. Needless to say, these measures were coldly received and created a spirit of uncertainty on the market. Fortunately, however, the distribution of quotas was most judiciously entrusted to the Exporters Association in Zurich, and the organization responded magnificently to this heavy task. Thanks to the strenuous and unceasing efforts made at the Association's headquarters, Swiss exporters of apparel succeeded in obtaining valuable supplementary quotas. On going to press, we learn that basic quotas for the present period have been doubled for all groups and it is hoped that they will be still further increased and, perhaps, tripled. Furthermore, negotiations with the competent authorities have resulted in an almost hundred percent increase of the total quotas for the Netherlands. Thus, even if Swiss outfitters have not been able entirely to satisfy their customers, they have at least been able to console their best clients. This comparatively happy outcome of a rather unfortunate state of affairs justifies the hope that the Swiss clothing industry will, in the seasons to come, be in a better position to meet the demand on foreign markets.

R. Ch.

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