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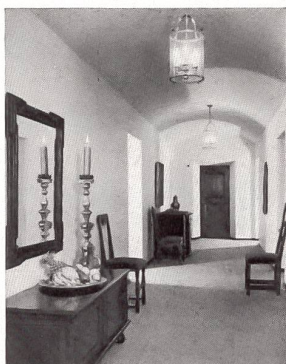
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Ready-made Wear



In spite of present economic difficulties, the Swiss clothing industry continues to distinguish itself. Now the time is past when everyone, everywhere, bought just anything no matter what the price. Nowadays clients think twice before spending their money; that is to say that buyers expect, above all, impeccable quality at reasonable prices. And yet, in spite of all obstacles, in spite of the very strong international competition, Swiss clothing manufacturers were again able to register great successes on the occasion of their last Export Week. Does this mean to

say that they only offer quality at reasonable prices? That in itself would be quite interesting, but it would not be enough. Swiss quality is well known, as is the care given to the choice of raw materials, and the excellence of workmanship. It is also known that Switzerland does not go in for mass production, at mass production prices. Its ready-made wear preserves a certain exclusiveness of character and its prices, while not being excessive, are those called for by good quality materials and normal remuneration for the highly skilled labour alone capable of devoting to its work the care and love that go to the making of a « fine piece of work ». If, under these circumstances, foreign clients continue to buy ready-made wear in Switzerland, it is because this clothing is really attractive to the consumer who, nowadays, also wants something « chic ». The models presented here, created for the 1949/50 winter season, are a clear answer to this demand. The pictures alone, of these coats, dresses, blouses and various outfits, indicate at a glance, far better than any explanation, the high grade of Swiss ready-made wear. We are dealing here with ready-made wear that is in a class of its own, and which gives an individual note to the elegance that the Swiss industry puts within the reach of everyone! And let us stress, in a quality worthy of its distinction.

There is no better illustration of the care devoted by Swiss clothing manufacturers to their production, and the taste they display in its

presentation, than these few pictures giving some views of the new salesrooms of a leading Swiss firm. Within this setting, of subtle refinement and rare good taste, to which the happy blending of various styles gives the character not of an exhibition but of a living interior, the models are displayed to great advantage in their natural surroundings of elegance, and buyers feel perfectly at ease to appreciate them and make their choice.

Although we wish to congratulate here the firm which is adding yet another triumph to its list of successes, we should also like to say to what extent this devotion to care and elegance is characteristic of the whole Swiss clothing industry: that is why it has been illustrated here.

Chx.



Some views of the new salesrooms at the „Thalhof“ (Talstrasse), in Zurich, of the firm **Arthur Schibli Ltd., Geneva.**

Settings by: Max Rutishauser, Zurich.

Photographs by: Vreni Stebler, Zurich.



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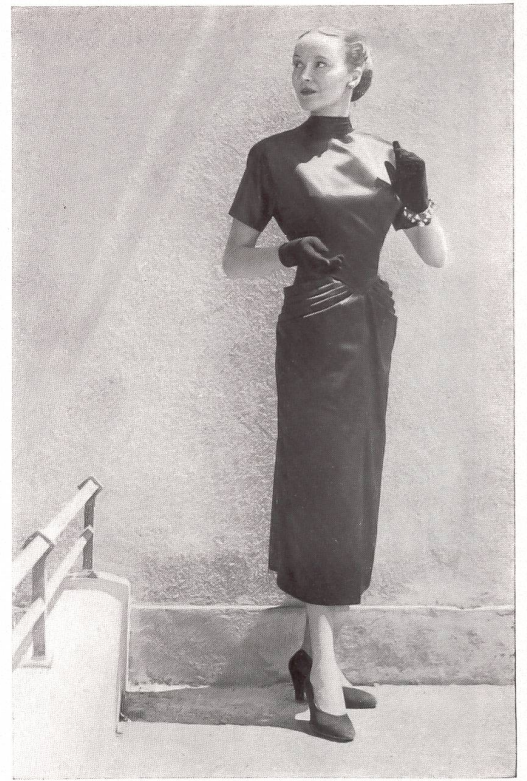
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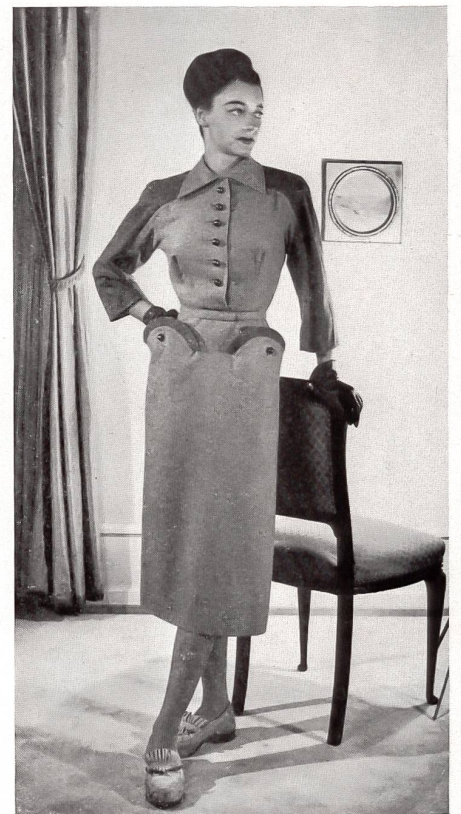
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