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SWISS FABRIC GROUP, NEW YORK

The Swiss Fabric Group was formed with the purpose of making known throughout the United States the fine cotton fabrics made in Switzerland and in order to protect them against unfair competition. The mark of this group on a product guarantees its truly Swiss origin. Each year the Swiss Fabric Group organises a big fashion parade in New York at which it presents to members of the press and retailers models made in Swiss fabrics by American

wholesale couture houses and ready-to-wear manufacturers.

This year, the Swiss Fabric Group held its eleventh showing at the Hotel Pierre in New York. Our next number's New York Letter will be devoted to this event and will have many photographs to illustrate it. However, we are giving our readers a foretaste of this report by showing them a few photographs that have reached us already.



Jane Derby Inc.
White Swiss organdy by
Stoffel & Co., St. Gall



Kiviette, New York
«Recoflock» flockprinted organdy by
Reichenbach & Co., St.Gall

David Crystal
«Honella» printed cotton honan by
Stoffel & Co., St.Gall

SWISS FABRIC GROUP

Martini
«Fisba» crease-resisting cotton lawn with
shantung effect, white embroidered or-
gandy collar. Fabrics by
Christian Fischbacher Co., St.Gall

Gottlieb, New York
«Recoflock» flockprinted organdy by
Reichenbach & Co., St.Gall



Kiviette, New York
«Recoflock» flockprinted organdy by
Reichenbach & Co., St.Gall



Tina Leser
«Nelo-Clariosa» silky pure cotton fancy
twill in soft pastel shades by
J. G. Nef & Co., Herisau

SWISS FABRIC GROUP



Fair Child Frocks, New York
Everflat organdy by
Taco Ltd., Zurich



Pat Premo, Los Angeles
«Favorella» printed cotton chiffon by
Stoffel & Co., St.Gall