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SWISS FASHION WEEK IN COPENHAGEN

All Danes know — in spite of the high esteem in which they hold the products of their own country — that it is in Switzerland that the best watches in the world are made. And all those who have ever been to Malmö and spent their last Swedish crowns on a bar of Swiss chocolate maintain that this delicacy is unbeatable for flavour and quality.

But that Switzerland also makes ready-to-wear clothing worthy of being presented and admired is something that was known only to those Danes who had been as tourists to the land of high mountains and hard currency.

Today, however, the products of the Swiss fashion industries are known and appreciated throughout Denmark. It is not for nothing that twenty-eight of the best fashion shops in Copenhagen devoted their windows to Swiss products; it is not for nothing that the Swiss

Fashion Week made such an impression on the Danish capital. In the shop-windows was displayed a little bit of Switzerland, and the people of Copenhagen looked with friendly interest not only at the reproductions of picturesque landscapes, but also at all the delightful articles of fashion coming from the land of William Tell.

Naturally it was the women who were the first to be fascinated by the lovely things on display, so much so

At Zurich : an organising session. From l. to r. : Professor A. Bosshardt, Head of the Exporters Association of the Swiss Clothing Industry; P. His, president of the same association; Dr H. Bartenstein, president of the Swiss Association of Clothing and Lingerie Manufacturers; Kolly, (Respolco S. A., Zurich); seen from the back, Ch. A. Ronus, president of the Swiss Association of Hosiery and Knitted Wear Manufacturers; Ch. Zimmermann, Zurich.

Photo ATP



Emplaning at Kloten (Zurich).

Photo ATP



At Copenhagen : organising session. In the centre, M. H. P. Sørensen, chief burgomaster of Copenhagen; left, M. Ch. Zimmermann.

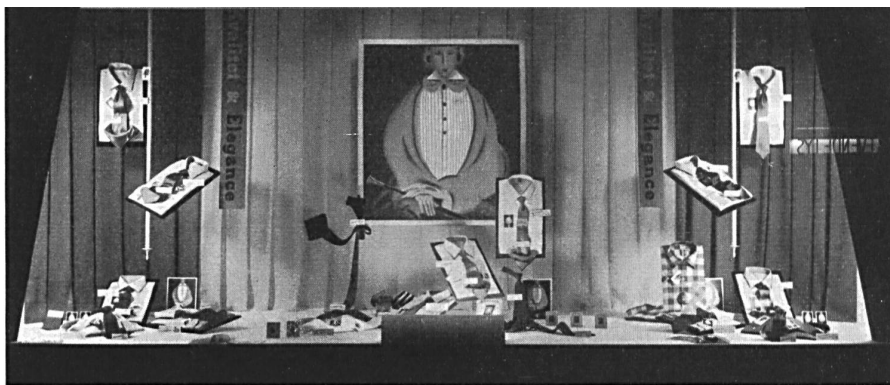
Photo Betting



Displays of Swiss products in the shop-windows of the Danish capital.

Photo Hauerslev

Photo Betting



that they were unable to tear themselves away. Before each display, the air was filled with superlatives :

« Do look at that blouse in pure silk embroidered organdie ! Isn't it divine ? »

« And that lovely dove grey suit. Just out of this world ! »

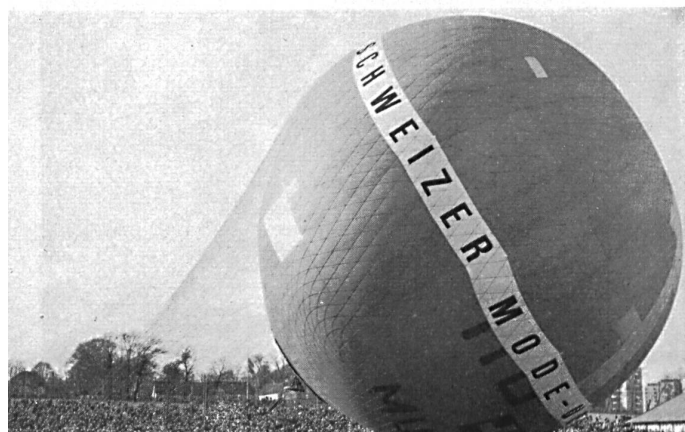
Yes, more than one heart felt heavy at the sight of so many beautiful things, particularly when, having decided to buy a dress, suit or blouse, the customer was told « Solgt ! » — « Sorry ! It is already sold. »

Jewellery worth half a million Swiss francs !

On the « Strøget », one of the main shopping streets in Copenhagen, Mme Karen Petersen, the wife of an engineer, stood in front of a shop-window in which Swiss models were displayed against a background of Swiss landscapes.

At Copenhagen : presentation to the press of Swiss models. From l. to r. : Mrs. Claudia Parker, author of our article (Copenhagen); Dr H. Bartenstein (Macola S. A., Zurich); Dr Gunthard (E. Braunschweig & Co. Ltd., Zurich); Professor A. Bosshardt (Exporters Association).

Photo Egli



At the Bellahøj aerodrome (Copenhagen) : the wind stops the flight of the free balloon « Helvetia ».

Photo Egli



During the gala dinner at the « Wivex » in Copenhagen. From l. to r.: Mr. A. Girardet, Swiss Minister in Denmark, Mrs. Weikop, Mr. Weikop, burgomaster of Copenhagen.

Photo Jørgensen

« I have spent the last two hours walking all over the town », she said, « and I have looked at all the shop-windows. Each one is more tempting than the last. They are all luxury articles of course, but it is only natural for the Swiss to want to show us the best they produce. »

The enthusiasm shown by the Danes was quite genuine and the men, more reserved as a general rule in matters of fashion, joined in just as wholeheartedly. « We always knew that the Swiss were capable and precise people », said accountant Niels Ravn, « but now we see that they

possess imagination and a fine feeling for beauty too. The result is indeed quality and elegance ! »

« Quality and Elegance » was the motto of the triumphant Swiss Fashion Week in Denmark. And this was the keynote of the big gala evening that was held at the « Wivex », one of the smartest restaurants in Copenhagen.

Apart from the pleasures of the table, from the real turtle soup to the Lugano Cassata, the guests were also able to feast their eyes on the twenty charming Swiss mannequins who presented Swiss « ready-to-wear » collections in a parade lasting two hours. And the principal members of Copenhagen society at this dinner greeted each model with well-deserved applause. It is not given to everyone who visits the Danish capital to achieve such success.

Criticism in the newspapers — and on the part of the public too — was limited to one point only : the grey tints in the hair of certain mannequins. The Danes thought that this capillary caprice was not becoming to young faces. Why should young women want to appear older than they really were ?

In addition to the beauty of the fabrics and the quality of the workmanship of the models shown, the jewels worn by the mannequins came in for a great deal of favourable comment. There were half a million Swiss francs' worth



The presentation of models during the gala dinner at the « Wivex ».

Photo Egli

Some of the models
that were presented in
Copenhagen.

Photos Tenca, Zürich



and yet they were worn with such discretion and elegance
that they were not at all obtrusive. But the detectives
responsible for their safekeeping heard more than one
Danish guest sigh: « Oh, how lovely! And when you think
what jewellery costs here! »





ing of the only warmth they enjoy — that given them by their central heating!

What was also unique for Denmark was the interest shown by the press in this fashion event. Not a day passed without the newspapers publishing columns of reports and countless photographs of the mannequins and models. «Politiken», one of the three leading newspapers in Copenhagen, even went so far as to publish a photograph of the twenty mannequins on its front page.

Some of the models that were presented in Copenhagen.

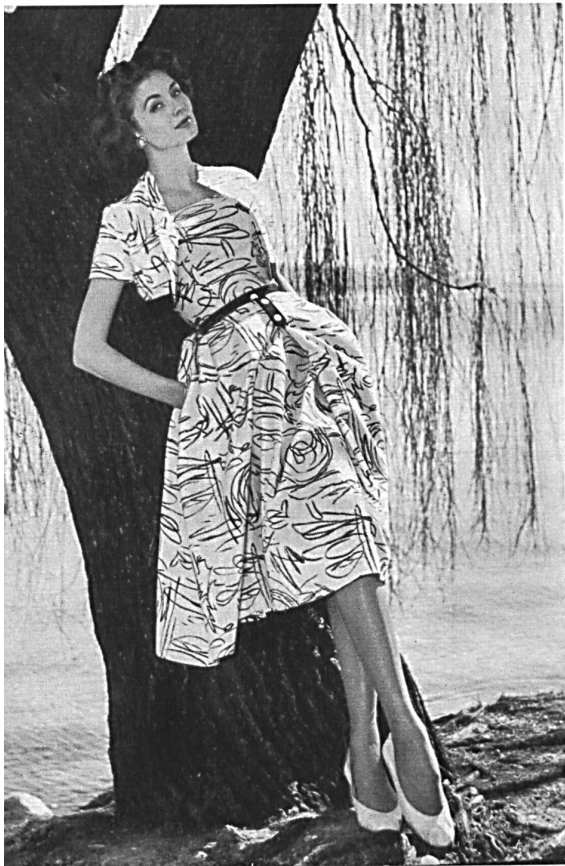
Photos Tenca, Zürich



At an altitude of two thousand metres

Naturally Swiss ready-to-wear manufacturers cannot deny the influence of Paris. There were some of the sensational stoles therefore, which had been launched by haute couture, reaching down sometimes as far as the knees, sailor collars and rounded shoulders, and the colours naturally caused some astonishment, for they were used in much bolder combinations than in Denmark, a country less favoured by the sun. The influence of the south is undeniable, thought the women of Copenhagen as they looked at the beachwear with a melancholy smile, think-





Some of the models that were presented in Copenhagen.

Photos Tenca, Zürich

These young women were not afraid to climb to two thousand metres, in the DC 6B of the Swissair, to present a few models to the Danish press, which visibly pleased the bearded burgomaster of Copenhagen, M.H.P. Sørensen.

There was only one incident that had not been allowed for in the programme — the violent gales that swept

through the Danish capital. To open the « Week » it had been planned to release a Swiss free balloon, piloted by the Swiss balloonists Eberhardt and Ruepp (the latter, a manufacturer of Sarmenstorf, well known in the knitting world — Editor's note). The wind however was so violent that the departure of the balloon might have had serious consequences for the fifty thousand spectators massed on the Bellahøj ground. That is why, much to their regret, the organisers decided to release the two thousand cubic metres of precious gas. The pilots preferred to give up a spectacular exploit rather than endanger a single human life.

But the Exporters Association of the Swiss Clothing Industry and its twenty charming young mannequins may well be satisfied with the success of the Swiss Fashion Week. It was a complete triumph. A triumph of elegance, taste and also — and this was not the least important factor — of perfect organisation. A triumph which fully justified the motto: Quality and Elegance!

*Claudia Parker
(Copenhagen)*

