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Textiles at the Lausanne Fair

(11th - 26th September 1954)

The form of the participation of the textile branches at the "Swiss Comptoir" has been determined by the development of this economic organisation. Since its foundation thirty-five years ago, it has grown from a small local event to become the great Swiss national autumn fair and during recent years its importance and reputation have increased not only in Switzerland but also beyond the frontiers of this country.

At the Swiss Comptoir therefore, in addition to exhibitions of local and regional trade and industry, represented mainly by retailers in the fields of clothing, furs and sportswear, which are traditionally housed in the south halls, there is an increasing number of products of textile manufacturers, occupying about a third of hall 5 which is the largest in all the Comptoir. In keeping with the original character of the fair, one finds there different makes of well-known articles whose presence has been motivated mainly by the need for direct contact with the consumer, and it may be said that in this respect the Swiss Comptoir offers remarkable possibilities for making articles known to the Swiss public; this alone would justify the presence of textiles at the national autumn fair, but this is not all, and the present tendency in the development of this fair, not only from the point of view of the public but also of the exhibitors and the management, shows well that whatever the attractions of the textile stands for the retail client, it is above all the big transactions that are aimed at. The results achieved during the last few years have proved right those who placed their faith in the Swiss Comptoir for the distribution on the wholesale scale of textiles and clothing; the future can but increase this tendency, the Lausanne Fair possessing the organisation and premises necessary to display these specialities to good effect and the fame which ensures for it an ever greater flow of professionally interested visitors from Switzerland and abroad. We reproduce here a few photographs taken in the textile section of the Swiss Comptoir in 1953 and earlier.

