

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1954)
Heft: 4

Artikel: The 25th swiss export week
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798877>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 17.05.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The 25th Swiss Export Week



In November 1954, members of the *Exporters Association of the Swiss Clothing Industry* presented their collections of ready-to-wear clothing at the twenty-fifth «Swiss Export Week» (See *Textiles Suisses* No. 3/1954, p. 74). To celebrate this important milestone, the organizers of the Export Week had arranged a gala dinner to which were invited, in addition to the representatives of the authorities and numerous economic organizations, the foreign buyers of high quality ready-to-wear clothing present in Zurich. This very successful dinner at the Grand Hotel Dolder in Zurich was attended by some four hundred guests and followed by a very gay ball. As may be imagined, this memorable gathering of clothing specialists could not but be a very dressy occasion, the evening dress of the men being a perfect foil for the sumptuous gowns of the women, in a very distinctive setting (which even included a television operator!).

The twenty-fifth Export Week attracted to Zurich many buyers from Holland and Germany, as well as from Belgium, the Scandinavian countries, France and even Canada and other countries overseas. We are glad to be able to reproduce here some of the models chosen from among the thousands of dresses, coats, suits, jerseys and knitwear that were shown during this Export Week which is considered among the more important European markets for ready-to-wear clothing.

Photos Tenca

