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Swiss Industries Fair, Basle 1956:

Textile Industry

The special display « Creation », in which the leading Swiss textile concerns exhibit their finest creations, was revived again at the Basle Fair this spring after a slight interruption. It was situated on the first floor of the Fair's new building. This attractive exhibition, organised jointly by the Swiss Textile Associations in collaboration with the Bally Footwear Factory at Schoenenwerd, was artistically and very originally planned by Mr. Hans Stettbacher, art director of the Museum of Industrial Arts and the School of Fashion at St. Gall.

This joint display enabled more than 220 Swiss fabric manufacturers to present their latest novelties, which included embroideries and fabrics of St. Gall (an industry which last year exported 120 million francs' worth of embroidery and 170 million francs' worth of cotton fabrics), silks and novelties from Zurich, ties, squares and scarves (exports in 1955 : 100 million francs), woollen fabrics (exports in 1955 : 69 million francs) and footwear (exports in 1955 : 37 million francs).

The important part played by these industries in the Swiss economy was therefore clearly shown at the 1956 Basle Fair by the size and originality of the « Creation » pavilion, some glimpses of which we are reproducing here.



The Clothing Industry

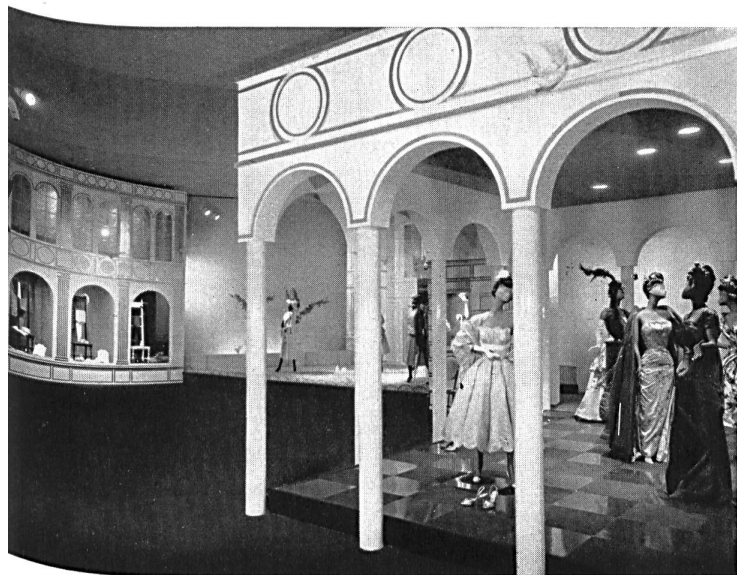
The special exhibition « Madame-Monsieur », organised by the Exporters Association of the Swiss Clothing Industry, was a great centre of attraction in the textile section of the fair.

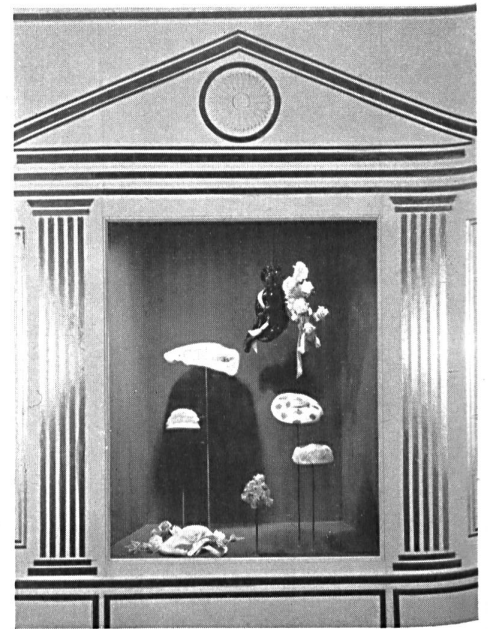
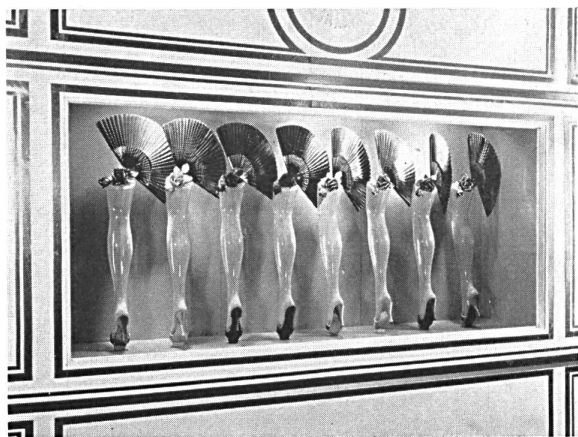
The decorator, Mr. Hans Looser, had arranged a colourful street scene peopled with dummies dressed for the day and evening in attractive Swiss creations.

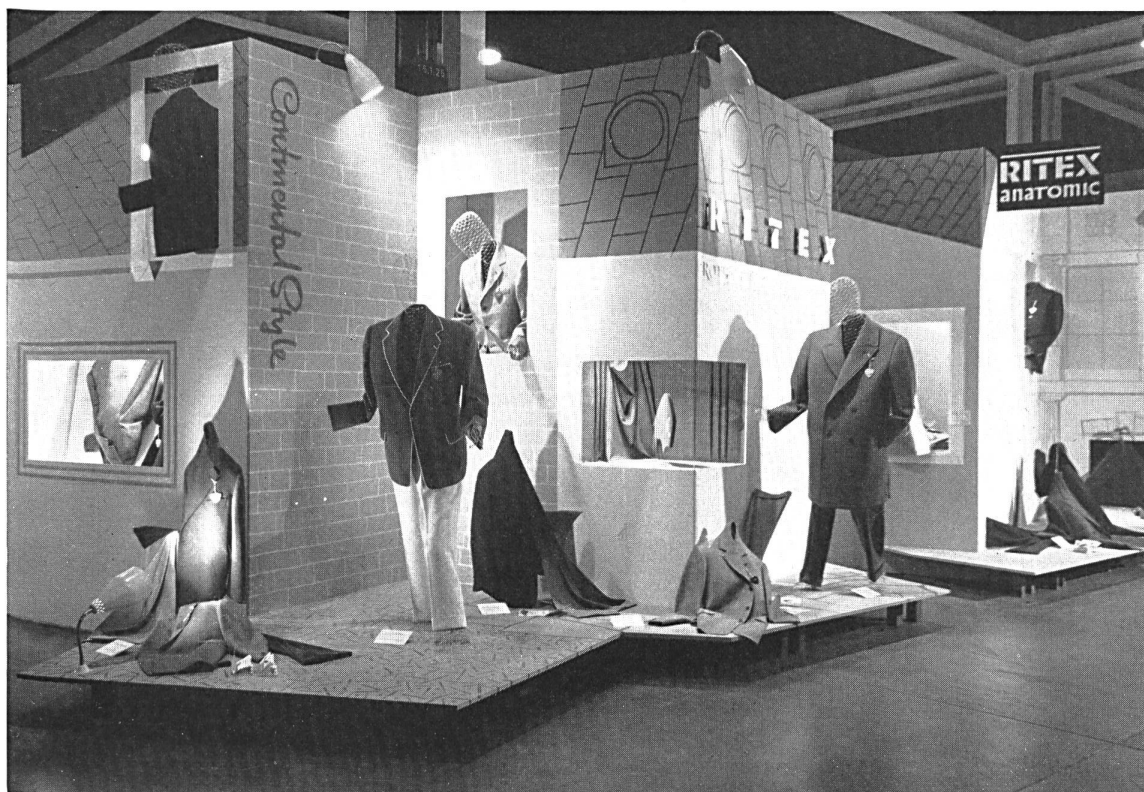
The pavilion also served to show the important part played by the clothing industry in Swiss exports as a whole. The volume of exports has in fact doubled during the last five years, rising from 43 million francs in 1950 to 86 million francs in 1955.

This is eloquent proof that the elegance and fine quality of the products of the 140 or so concerns forming part of the Exporters Association of the Swiss Clothing Industry are meeting with ever increasing appreciation on markets abroad.

Ba.







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Page 89 (en bas) et 90 : Quelques aspects de la présentation des diverses branches de l'industrie de l'habillement au salon « Madame - Monsieur ».

Pages 89 (bottom) and 90 : Some of the displays of the different branches of the clothing industry in the special pavilion « Madame - Monsieur ».

Páginas 89 (abajo) y 90 : Algunos aspectos de la presentación de distintos ramos de la industria del vestido en el salón « Madame - Monsieur ».

Seiten 89 (unten) und 90 : Einige Aspekte der Ausstellung verschiedener Branchen der Bekleidungsindustrien im Salon « Madame - Monsieur ».



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