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Economic news

With Swiss ready-to-wear manufactures and their clients

To celebrate the 30th Swiss Export Week, which took place in Zurich from May 27th to June 5th, the Swiss Exporters Association of the Clothing Industry organised a big candlelight dinner at Zurich's Grand Hotel Dolder. This excellently served meal was attended by over 450 guests consisting not only of clothing manufacturers and their clients but also of representatives of the authorities, the different economic associations and the press. After dinner, during which the speakers included Professor A. Bosshardt, Head of the Exporters Association, and Mr. Landolt, President of the Town of Zurich, the guests were entertained by an excellent music hall pro-

gramme lasting an hour before the start of the gay and elegant ball.

Needless to say the 30th Export Week was a great success. In the absence of any statistics, even approximate ones, it is unfortunately impossible to give a figure for the actual turnover. The usual clients were there (between 350 and 500 of them), not only from almost all western European countries but also from Canada, Finland, South Africa and Peru. The 30th « WEEK » was brought to a successful close, and it only remains for us to wish the thirty-first every success.

Bibliography — Clothing and fashion

« Kleidung, Mode und Mensch » is the title of an interesting work by Mr. Franz Kiener, just brought out by the publishing firm of Ernst Reinhard, Munich/Basle. This book is an attempt at a psychological interpretation of fashion, and cannot fail to interest anyone connected, no matter how remotely, with fashion and clothing at any stage, from production to distribution.

This book makes us realise that fashion is more than merely a question of shapes and colours and that the influences of the period are not the only factors involved but that the psychological element plays by far

the most important role in the way people dress.

Clothing does more than simply satisfy man's need to cover his body. The fact that, unlike animals, man wears clothes shows that clothing fulfils an eminently human function: it confers on the wearer a certain prestige and dignity in his social environment. Psychologically speaking, clothing is the outward expression of an inner accomplishment.

The author has collected together a wealth of curious and little known facts. We warmly recommend this book therefore to all of our German-speaking readers.

Obituary — Albert Kunstlé †

With the recent death of Albert Kunstlé, the Swiss ready-to-wear industry has lost a man full of vitality and rare qualities. In 1945 he founded in Geneva the firm of Kunstlé, which specialised in the manufacture of men's wear, and in 1950 he launched his very successful shirtwaist dress for women; his trade marks « Bobby » and « Brandy » became very well known on the market and he subsequently took up the creation of dresses and suits which were of impeccable cut and enjoyed very great favour in ready-to-wear and even couture circles. His collections were always of the finest quality, bearing witness to his inherent good taste.

Albert Kunstlé loved his work. He designed each of his models with one or other of his favourite clients in mind. He had the gratification of seeing his creations sought after not only in almost all European countries but also in America.

The untimely and sudden death of this gentleman, in the true sense of the word, is a great blow to all who knew, esteemed and loved him.

