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Nylsuisse and Swiss artificial fibres abroad

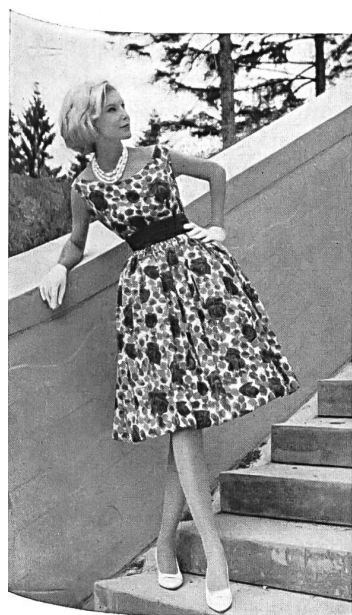


The stand of the « Viscose Suisse » at the Export and Sample Fair, Dornbirn

The Société de la Viscose Suisse at Emmenbrücke put on a display in the Swiss pavilion at the 1960 Vienna Autumn Fair, which included several new fabrics in rayon, viscose staple fibre and « Nylsuisse »*, as well as samples of yarns. In addition to the classic fabrics, taffetas and satins, there were some fashionable prints

and above all a number of new creations in staple fibre and nylon as well as a fancy tricot in « Ban-Lon-Nylsuisse »; also included in the display were the classic nylon net and bed-linen of a new type in « Nylsuisse Taslon ».

* Registered trade mark.



At the Dornbirn Export and Sample Fair (Austria), on the other hand, the Société de la Viscose Suisse had a stand on which its display consisted exclusively of novelties in Nylsuisse « Ban-Lon », including dresses in printed fabrics, knitted lingerie and knitted outer garments. The display also included knitted dresses with patterns, terrycloth, swimsuits, corsets, plain and printed twill blouses, extremely light track suits as well as gloves, scarves, ties, etc. The big attraction at this exhibition was the quilted jacket worn by members of the victorious Swiss expedition to the Dhaulagiri.

SOCIÉTÉ DE LA VISCOSE SUISSE,
EMMENBRÜCKE

« Ban-Lon Nylsuisse »
(tissu/fabric/tejido/Gewebe)
Modèles Willy Meyer S. A., Zurich
Photos Tenca