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Intra-European fashion show

While European integration seems to be marking time, those responsible for the policy of the Exporters Association of the Swiss Clothing Industry in Zurich thought it a good idea to take steps to preserve the good commercial relations existing between Federal Germany and Switzerland, which belong to two different economic groups. In May therefore, the Exporters Association invited some fifty German journalists to attend a special fashion day at the Grand Hotel Dolder in Zurich. The very full programme started, in the morning, with a showing of models of knitted and jersey outer garments,

rainwear, after-ski wear, winter sports clothes and beach wear. Later, while refreshments were being served, those present had an opportunity of examining a special display of lingerie; lunch was followed by another fashion parade, featuring coats, suits, two-piece outfits, dresses, knitted afternoon dresses, blouses and children's wear. Then it was tea-time, after which there was another presentation, this time of cocktail and evening dresses. The day was brought to a very enjoyable close with a cocktail party followed by dinner. Opposite we show some photographs taken at this highly successful event.



ARTHUR SCHIBLI S. A., GENEVE
Robe noire avec manteau assorti
Black dress with coat to match
Vestido negro con abrigo haciendo juego
Schwarzes Kleid mit passendem Mantel



H. HALLER & CO., ZURICH
Ensemble en jacquard pure soie
Pure silk jacquard outfit
Conjunto de tejido jacquard seda pura
Complet aus reinseidenem Jacquard Gewebe
Photo Tenca

« WIELER »
PIUS WIELER FILS, KREUZLINGEN
Pullover jacquard



« ESQUIRE »
CANZANI & CO., ZURICH
Poncho mohair avec pantalon assorti
Mohair poncho with slacks to match
Poncho de mohair con pantalón haciendo juego
Mohair-Poncho mit assortierter Gehhose



« ALPINIT »
RUEPP & CIE S.A., SARMENTSTORF
Ensemble tricot
Knitwear outfit
Conjunto de punto



« SNACKY-BELFA »
OUMANSKY & CO., GENÈVE
Trois-pièces tricot
Three-piece knitted outfit
Tres piezas de punto



« HISCO »
HIS & CIE S.A., MURGENTHAL
Trois-pièces tricot
Three-piece knitted outfit
Tres piezas de punto



LUCIEN NORDMANN, BERNE
Costume de velours
Velvet suit
Traje de terciopelo
Samtkostüm

Photos Tenca