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MEN'S READY-TO-WEAR CLOTHING



Swiss ready-to-wear clothing for men is known for its fashionable style, which although international in character has a special touch all its own. Swiss ready-to-wear manufacturers study very carefully the national trends in other countries; these various influences enable Swiss ready-to-wear clothing for men to gain access easily to foreign markets. In cooperation with Swiss cloth mills, the big ready-to-wear exporters create their own fabrics and designs, always very much in fashion but nevertheless possessing a markedly individual character. The models for export are generally treated more freely than those for home consumption for, in this field too, it is above all the fashionable article that the foreign retailer looks for from Switzerland. In order to be exportable, clothing must be of a very high standard from the point of view of raw materials, cut and workmanship—in overcoats, the lining also plays a role. Other products with big export figures include the very elegant and attractive range of Swiss raincoats. In the field of sports fashions, Swiss producers rate high in international competition. Complete freedom of movement, made possible by the new fabrics that are elasticized in the length, width or both directions, effective protection against the elements, obtained by a suitable treatment of the fabrics, a masculine chic, a range of colours suitable for men's wear and carefully matched from head to toe, as well as a particularly fine finish are some of the trump cards of Swiss sports fashions for the summer and winter. Swiss creations in elasticized fabrics, from tapered pants to jackets and shirts, featherweight anoraks with synthetic textile padding, comfortable overcoats, knitted jackets with foamback linings, etc. are exported all over the world.