

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1964)
Heft: [1]

Artikel: Footwear
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798200>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

Download PDF: 17.05.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>



FOOTWEAR



Some decades ago, the « fashionable » shoe was an individual creation made by a craftsman and consequently accessible only to a limited class of society. Since then, an unparalleled evolution has spread the idea of fashion to all circles of the population and footwear is now, as a consequence, expected to satisfy entirely new demands. This change has subjected the industrial production of shoes to requirements that are all the more exacting in view of the fact that of all industrially produced consumer goods, the shoe is the article that requires the greatest amount of work done by man—as opposed to machines. The Swiss footwear industry, whose products rightly enjoy an excellent reputation not only in Switzerland but also in the fashion centres of the world, has been able to overcome these increased difficulties to a remarkable extent. By using the most highly developed methods of work, modern raw materials and especially increasingly softer leathers, a highly skilled labour force performs a job of a very high standard of quality, which has led to success on the international level.

The influence of fashion has naturally made international competition on the footwear market still keener. It is all the more remarkable therefore to note that last year almost a quarter of Switzerland's total output of women's shoes was exported. In spite of customs discriminations, almost half of Swiss exports of shoes (49 %) is bought by Common Market countries, i.e. above all by Western Germany (27 %) and France (13 %) followed by EFTA countries (29 %) in which the main buyers are Great Britain (9 %) and the Scandinavian countries (17 %). Exports are also very high to the United States (18 %), that country being the biggest buyer of Switzerland's very high quality ski-boots.