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# Textiles at the Swiss Industries Fair

The 48th Swiss Industries Fair, which was held in Basle from April 11th to 21st this year, hardly suffered at all from the proximity of the Swiss National Exhibition in the calendar of events, since the number of visitors decreased by only 1.15 % compared with 1963 (875,000). On the other hand, prospective buyers, from 112 countries, have never registered at the reception department in such large numbers as this year.

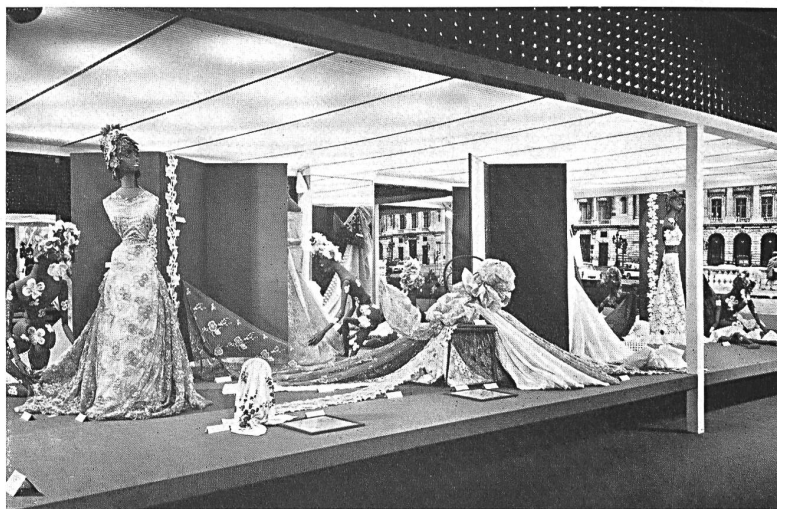
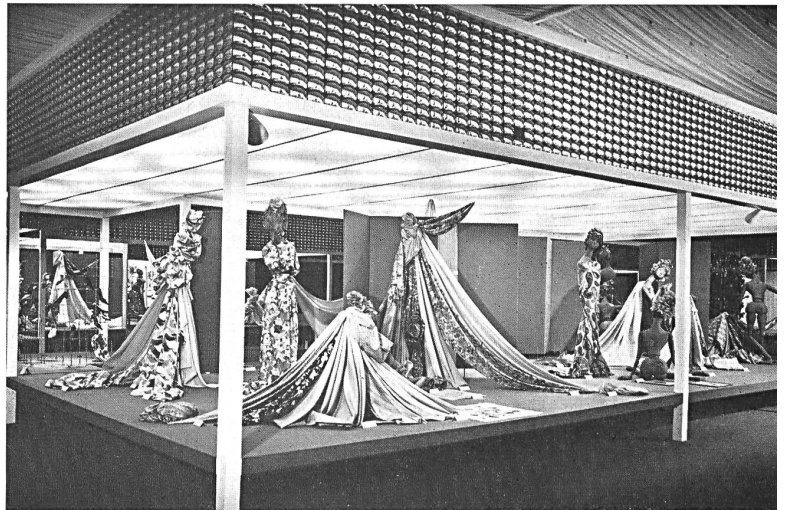
The participation of the Swiss textile and clothing industries in the Industries Fair is one of the familiar features of this event which would not be the same without them. According to the tradition that has gradually grown up through the years, their contribution assumes two very different forms which complete each other, first the

presentation of clearly defined articles on individual stands, and second prestige displays organized on a collective basis. It is interesting to note that both types of display are of equal interest to the general public, representing the potential customers of the retail trade, and the professional buyers.

We shall not go into details concerning the individual displays devoted to various traditional articles or novelties — which are often extremely ingenious and eye-catching; by their variety they defy any attempt at general analysis. We wish however to examine briefly the three traditional collective displays which for many years now have set their seal on the textile and clothing industry's contribution to the Basle Fair.

## The « Création » Saloon

This always highly elegant display showed the latest creations of the silk, cotton, wool and embroidery industries, as well as accessories, among which we would mention in particular the famous Swiss handkerchiefs and the elegant footwear from the export collections of a big Swiss shoe factory. As usual, the fabrics were draped by the interior decorator Theo Wagner while the general presentation was the work of the Basle graphic artist Donald Brun. The latter had used the possibilities offered by the projection of slides onto translucent fabrics to create an atmosphere of glamour and distinction with views of Paris, without however distracting attention from the real exhibits.



Deux vues prises dans le Salon « Création »  
Two views of the « Creation » saloon  
Dos vistas tomadas en el Salón « Création »  
Zwei Aufnahmen des Salons der Création  
Photo Agefoba



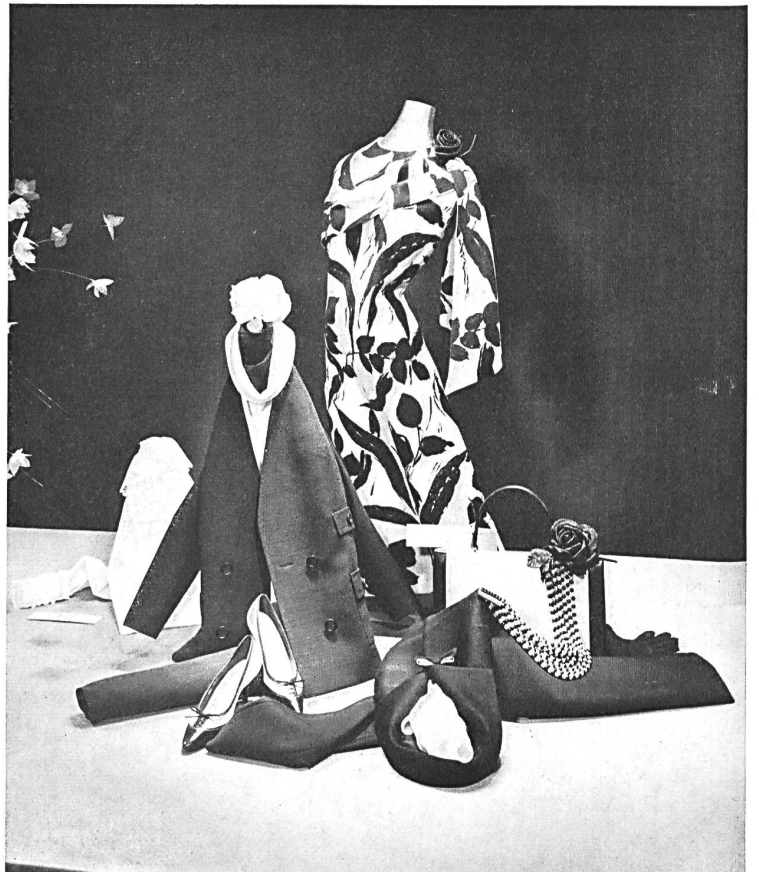
## « Madame-Monsieur »

Quelques aspects de l'exposition  
 « Madame-Monsieur »  
 Some glimpses of the « Madame-Monsieur »  
 exhibition  
 Algunos aspectos de la exposición  
 « Madame-Monsieur »  
 Einige Aspekte der Ausstellung  
 « Madame-Monsieur »  
 Photo Agefoba

This special display is organized by the Exporters Association of the Swiss Clothing Industry in Zurich, in cooperation with the Swiss Association of Ready-to-Wear and Lingerie Manufacturers and the Swiss Association of Hosiery Manufacturers, both of Zurich, and the Bally Footwear Co. Ltd., at Schönenwerd. The decoration, by the Zurich graphic artist Hans Looser, created a very spring-like atmosphere with its tones of pink and green, its modern bouquets and its new type of dummies, in colours matching the dresses they displayed. The garments on display represented all the export branches of the Swiss clothing industry. The exhibits ranged from ski outfits and beach wear to the most luxurious gala dresses, and included morning, afternoon and cocktail dresses,

lingerie — from the simplest to the most delicate *dés-habillé* — as well as hosiery, knitwear and accessories together of course with everything connected with men's and children's clothing.

It should not be forgotten that the Swiss clothing industry is a steadily expanding branch, which increased its exports by over 10 % since 1962 to total in 1963 the sum of S.Fr. 146.1 million (\$ 63 million). Its main customers are the European countries; exports to EFTA countries have recently developed as well as to certain EEC countries, in particular France, in which Swiss exports have risen by 70 %. As for the United States, exports to this important client have increased by 10 %.





Knitwear Centre

Vue générale  
General view  
Vista general  
Generalansicht

The slogan «The future belongs to knitwear», introduced almost twenty years ago, still holds good today. And what is more, the years have proved the truth of this assertion, the average consumption of knitted articles in Switzerland per head of the population amounting to approximately Fr. 60.— (\$ 14.—), imports included. This means that Swiss manufacturers of knitted articles have a huge manufacturing programme to display, amply justifying the creation of the «Knitwear Centre». This is not strictly speaking a collective display but rather a collection of the individual stands of some twenty firms of the same sector, inspired with a common aim. The graphic artist responsible for the overall decorative effect, Mr. Robert Häsler, and the decorator, Mr. Walter Flacher, chose as their general theme this year the boudoir style represented by enlargements on canvas of old engravings. The Swiss Association of Hosiery and Knitwear Manufacturers in Zurich, which sponsored this exhibition, once again had an information stand there; the Zurich-based International Wool Secretariat's exhibit emphasized the importance of wool in knitted fashions, depicted by a large humorous sheep used as a decorative element. The Swiss knitwear industry exports a considerable part of its production so that a large number of the 130 members of the organizing Association, which produce the outer-garments, lingerie, sports articles, stockings and socks, knitted materials in bolts and fabrics for household use are also affiliated to the Exporters Association of the Swiss Clothing Industry and consequently represented in the «Madame-Monsieur» exhibition.



Stands particuliers au Centre du Tricot:  
Individual stands in the Knitwear Centre:  
Casillas particulares en el «Centre du Tricot»:  
Firmenstände im Tricot-Zentrum:  
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