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International Salon of Men's Clothing in Cologne

The Swiss Contribution

The eleventh International Salon of Men's Clothing was held in Cologne from August 22nd to 24th, 1964. Fourteen Swiss men's wear manufacturers took part, over half of them on the collective stand organized by the Exporters Association of the Swiss Clothing Industry, in Zurich. These firms thus had an opportunity of meeting old clients and at the same time establishing new contacts.

The number of visitors was on the whole very large, consisting mainly of buyers from Western Germany, but also from other Common Market and EFTA countries. Exhibitors who had already taken part in previous International Salons stated that their presence in Cologne had had a positive effect on Switzerland's exports of men's clothing.

The Swiss contribution consisted mainly of men's outerwear, shirts, sports and leisure clothes, hats and caps. The leisure wear creations, in particular, aroused great interest.

