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Swiss Cottons and Embroideries

Inspire the Fashion Designers of Tomorrow

6th Young Fashion Meeting in St. Gall

The annual Young Fashion Meeting, organized by the Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall, was held at the beginning of this year for the sixth time. It is a contest, in which students from Fashion Schools all over Europe have to create 10 set models in Swiss embroideries and cotton fabrics placed at their disposal by the above-mentioned office.

This year the five competing schools were the Fashion Schools of Vienna and Hanover — the winners during the past four years — those of Rome, Basle and Kingston-on-Thames. Although the last-named did not at first shine by their brilliance, their last four models (transformation dress, cocktail dress, evening gown and bridal gown) were so outstanding that they came a brilliant first with 1,828 points out of a theoretical total of 2,400, followed by Vienna, Hanover and Rome.

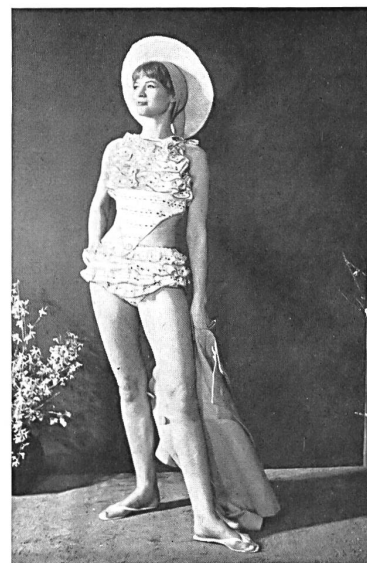
Opposite we show a number of photographs taken during this interesting competition, which we hope to see repeated many times with equal success in the coming years.



Miss Ethel Kocher, Head of the Office for the Promotion of the Swiss Cotton and Embroidery Industries in St. Gall, presenting the prize to Mr. Fairclough, Head of the British Fashion School from Kingston-on-Thames



Bridal gown, 1st prize, Kingston Fashion School; train decorated with embroidery applications



Beach outfit, Hanover Fashion School

Cocktail dress, 1st prize, Kingston Fashion School

Tennis outfit, Basle Fashion School

