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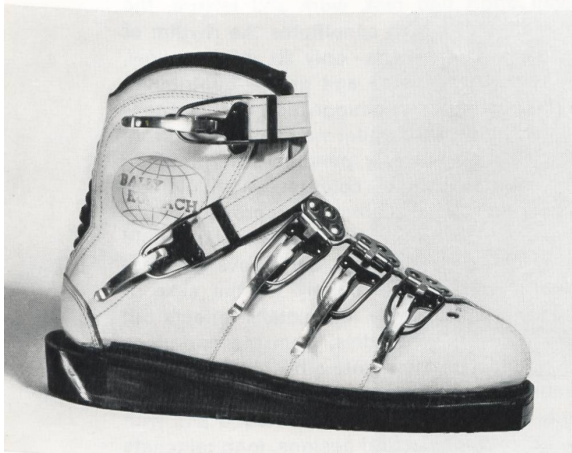
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SWISS
FASHION
CLUB

68-69

strain and relax





1. Skating outfit by Vollmoeller in Helanca® plush jersey, with colour-embroidered braid by Union.

2. Skiing outfit by Croydor: anorak in Stoffel's Aquaperl® "Ascona" in Dacron®/cotton with embroidered braid by Union.

3. "Lion d'Or" rally outfit in ottoman by Schwarzenbach.

4. Travelling coat and dress by Tanner, in pure virgin wool, fully-fashioned coarse knit.



The Swiss Fashion Club has become part of the Swiss textile and clothing scene. This does not mean that it intends to take advantage of its strong position by resting on its laurels. Far from it, for by its very nature it is compelled to renew itself continually and to produce each year some bright new idea in order to satisfy its ambition to create sports and leisure fashions that are original, youthful and bold but functional in style, that is to say wearable and in good taste.

This year, the Swiss Fashion Club, whose numbers have been increased by two new members—a fabric manufacturer and a coat and suit manufacturer—decided to alter the date and place of its annual fashion show, which used to be held at the beginning of the year, first of all at Arosa and then on the Righi, by postponing it to the first days of spring and holding it at Lugano. In addition, in order to be more in keeping with the sunnier weather of this season, the collections were not limited as in previous years to winter models but also included creations for the beach and summer pursuits.

What never seems to change though in this annual meeting of the Swiss Fashion Club is the glorious weather and the perfect organization, which enable fashion reporters to meet again in an enjoyable, relaxed atmosphere ideal for work and friendly contacts between writers and textile and clothing manufacturers.

While the simultaneous presentation of summer and winter models and the grouping according to the criteria of colours and not of use made it a little more difficult to judge the show as a whole, and while the absence of contrasting shades made for a certain monotony, the positive side of this arrangement must be pointed out. It can be said in all sincerity that the restrained use of colours gave great con-





Ritex cycling outfit, in water-repellent pure wool; jacket with zip-on basques.



Lahco beach outfit: printed swimsuit in Helanca[®] and Antron[®] bouclé with cotton voile pyjamas to match printed with the same design.

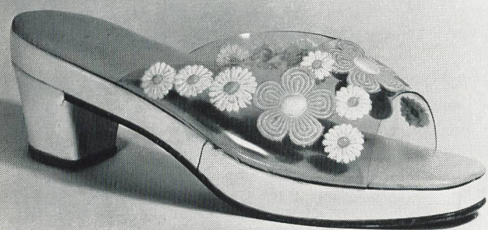


sistency and unity to the presentation as a whole and to each model in particular. We must also mention, in this connection, that while certain manufacturers offer models whose extravagance destines them mainly to an ephemeral career in shopwindows, most of the garments displayed are intended not only to be sold but also to be worn, as is fully justified both by their elegance and the quality of the raw materials and workmanship.

The keynote of this year's parade was the contrast between tension and relaxation, between effort and rest, work and leisure, the alternation of which constitutes the rhythm of life itself. The colours—only six in all: yellow, red, blue, grey, beige and green—contributed to this rhythm, at the suggestion of the organiser of the parade, whom we shall refrain from criticizing on his very personal interpretation of the symbolism of colours, which did not exactly meet with unanimous approval.

The show featured many models that could easily be called classical, and above all functional, few gimmicks merely for the sake of novelty, comparatively few metallic effects but many convertible models, from the one-piece swimsuit which turns into a bikini to the man's lumberjack converted into a jacket by zipping on basques, heavy knits both ribbed and with multicoloured jacquard designs, long raincoats for men, wonderful leather and fur coats and jackets, a decidedly new and eye-catching afterski outfit with knickerbockers in knit trimmed with rabbit fur, and in the way of footwear, modern ski boots with clip fastenings, and boots galore.

On the whole, a very successful show with collections of perfect quality and very high standard, due this year to the pitiless selection carried out before the parade.



Bally shoes, regd. models

Fischbacher, St. Gallen	cotton fabrics
Schmid, Gattikon	sports fabrics
Schwarzenbach, Thalwil	silks
Stoffel, St. Gall	cotton fabrics
Union, St. Gall	embroideries
Heberlein, Wattwil	manufacture of "Helanca"
Bally, Schönenwerd	footwear
Tanner, St. Gall	men's and women's knitted sportswear
Vollmöller, Uster	knitted fashions
Wieler, Kreuzlingen	knitted sportswear and swimsuits
Croydor, Zurich	raincoats, women's sportswear
Fehlmann fils, Schöffland	sportswear
Heinz Karasek, Zurich	leather fashions
Lahco, Baden	men's and women's sports and leisure wear
Lion d'Or, Zurich	coats, suits
Ritex, Zofingen	men's sportswear
Straehl, Kreuzlingen	men's sportswear
Sura, Reitnau	women's sports and leisure fashions