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Blouse and skirt in cotton voile and piqué print by Christian Fischbacher Co. Ltd., St. Gall



Cooperation leads JOCELYN® FASHIONS on an AFRICAN GOODWILL TOUR



Modern safari-look dress and two-piece outfit in cotton/Dacron® poplin by Stoffel Co. Ltd., St. Gall



Long skirt in multi-coloured embroidery on black ground by Union Co. Ltd., St. Gall

Exclusive model in soft cotton reps with the typical JOCELYN® printed design by Abraham Co. Ltd., Zurich

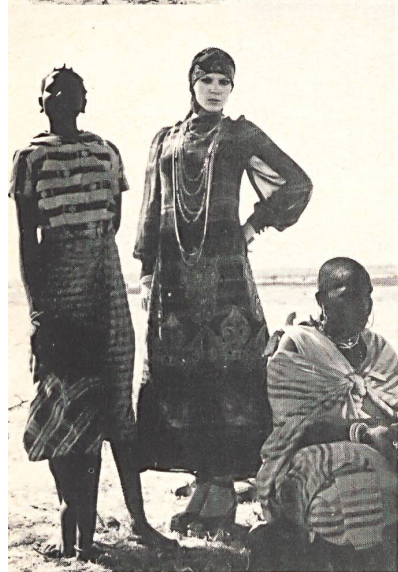


Elegant sporty fashions, created with exclusive Swiss materials, are the answer to the desire of every modern woman for something out of the ordinary. Walter Bollag of Switzerland recently launched just such a fashion under the name of JOCELYN®, with a leopard for its trademark, symbol of class and distinction. JOCELYN® models are already well-known abroad, so the manufacturer felt the time had come to make his

new brand better known in Switzerland too. The ready-to-wear firm succeeded in getting two leading Swiss periodicals interested in the idea and to agree to photograph JOCELYN® models in the natural habitat of the leopard—Kenya. Other firms too showed an interest in the scheme, so that in the end Kuoni, the well known Swiss travel bureau, organized the flight to Africa, Walter Bollag of Switzerland produced the models and mannequins and invited some trade journalists along; and in the last week of February they all flew off to Kenya in a Balair plane. While the teams of photographers from the two periodicals eagerly photographed the models in the exotic surround-



Mama Ngina Kenyatta and Mr. H. R. Eschmann, Sales Manager of Walter Bollag of Switzerland.



ings, the hospitable "Intercontinental" hotel in Nairobi, which also had a part to play, made arrangements for a gala evening featuring a showing of JOCELYN® fashions. Under the patronage of Mama Kenyatta, wife of the President of Kenya, the party got off to a good start with the fashion show, for which the jewellery was kindly loaned by the jewellery firm of Bucherer. The goodwill tour, generously backed by the firms taking part, enabled the cream of Kenyan society to become acquainted with Swiss ready-to-wear creations, and in a few weeks' time a wide section of the Swiss public will also discover more about this new name in fashion through the reports on Kenya in the two magazines.

Original suit in cotton reps with the exclusive leopard print by Abraham Co. Ltd., Zurich



Mr. and Mrs. Richard Wolf of the Swiss Embassy in Kenya, showing their enthusiasm at the great success of the fashion parade.

Mrs. Kiano, wife of the Kenyan Minister of Trade, admires a typical JOCELYN® model.

