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Is there Such a Thing as Swiss Fashion?

Indeed there is!

For the development of a specifically Swiss textile style has undoubtedly played a considerable role in the international audience Swiss fashion creativity has gained for itself.

What, then, does it consist in?

In anything but uniformity of expression. On the contrary, Swiss fashion styles are notable for their richness and variety.

The common denominator lies elsewhere.

In the masterful style of its interpretations. In a successful blend of elegance and function. In its perfect response to market requirements (to use currently popular idiom). In its painstaking selection of materials. Finally, in the remarkably well-finished products for which it is reputed.

A good part of the Swiss textile industry's success can therefore be attributed precisely to its policy of opting for quality (despite the growing tendency to the promotion of "throwaway" articles) since quality products can always be assured of finding regular markets.