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Welcome to the Swiss Fashion Weeks Zurich, October 13th to 24th, 1969

The Swiss Fashion Weeks have become a regular institution and are an important event in the agenda of buyers the world over.

What do the Swiss Fashion Weeks have to offer?

They are anything but a mere survey of Swiss fashions. Rather, they represent the most eloquent expression of Swiss fashion styles. At noon every day, a fashion lunch includes an information show to provide you with a preview of the season's collections. If any of these interest you, the Information Centre's charming hostesses will be happy to put you in touch, quickly and efficiently, with those manufacturers whose models you wish to examine in more detail. After lunch, you will have the opportunity of meeting them in Zurich at their headquarters or in their showroom in one of the three "Swiss Fashion Houses".

But we have not forgotten less professional activities: the Swiss Fashion Weeks reception – the traditional highlight of the event – will enable you to put to the test Switzerland's reputation for unstinting hospitality. The warm, international atmosphere is ideally suited for making new and profitable contacts and to relax as you see fit.

Like the Swiss Fashion Weeks, the second showings held in February and August are also important events. They include the presentation of selected interpretations of Haute Couture models. These benefit from extremely short delivery dates. (Another example of this industry's adaptability and dynamic approach).

As you see, Zurich is a worthwhile trip. Especially so since your trip probably would in any case take you through Switzerland (you therefore only need to stop over) and since the mountains, an ideal setting for a day or two of rest, are close by.

We are happy to welcome you to Zurich!

The secretariat of the Swiss Fashion Weeks in Zurich will gladly provide you with all general information. Simply call at: Utoquai 37, 8008 Zurich, or phone (051) 32 71 78.

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