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Man and fashion: the twain have met.

Perhaps there has never really been an unbridgeable gap between fashion and men. Perhaps it was only a widely nurtured illusion. Along with the corresponding fancy that elegance was for women only. But why, then, do women so obviously notice men of elegance? As men have begun to realise. We trust these pages provide an answer.

ALPINIT AG, SARMENTORF

Sporty double-breasted coat with jacquard design in 100% pure Wevenit wool jersey, with jersey lining; no back vent; combined with plain jersey pants.

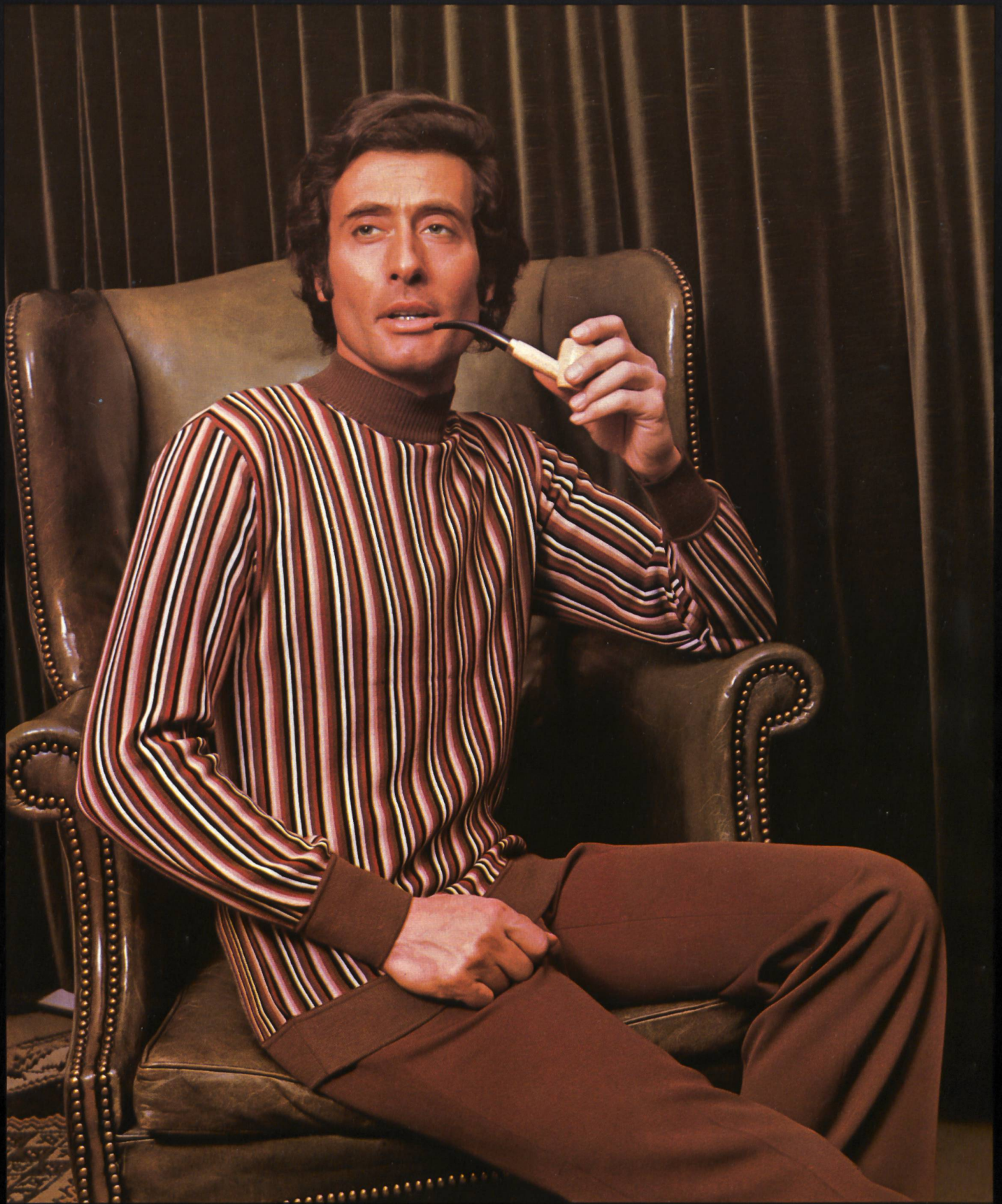
Manufacturer: BIM AG, Meisterschwanden



RITEX AG, ZOFINGEN

Trench coat with striking lapels, shoulder tabs, belt and slit pockets; youthful fitted jacket with fashionable touches: single-button fastening, no vent, large pocket flaps and extremely wide rounded lapels. Both models in Trevira®/pure new wool.





STRICKEREIEN ZIMMERLI & CO. AG, AARBURG
Men's sporty pullover in 100% virgin wool, links and links
stitch, with striking 6-toned stripes.

Men's polo shirt and fashionable roll-neck pullover, both
models in 100% virgin wool, links and links stitch.





PKZ BURGER-KEHL & CO. AG, ZÜRICH

Between-season and winter coat in IWS 100% pure virgin wool, double-breasted, with half belt at the back and long vent; fashionable Prince of Wales check jacket in IWS 100% pure virgin wool and modern trousers in 45% pure virgin wool/55% Trevira® Tricotine.



FRETEX ARTHUR FREY AG, WANGEN/OLTEN
Smart two-button jacket with wide lapels and a man's
elegant single-breasted coat, slightly tailored, with
pointed lapels, in IWS pure virgin wool.

FRETEX ARTHUR FREY AG, WANGEN/OLTEN Fashionable coat with jaunty pockets and striking collar and lapels; attractively striped blazer with stitched-on pockets, in a particularly attractive fashionable line.

