

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1968)
Heft: 1553

Artikel: Swiss cover girl 1968
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-695052>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 11.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

SWISS COVER GIRL 1968

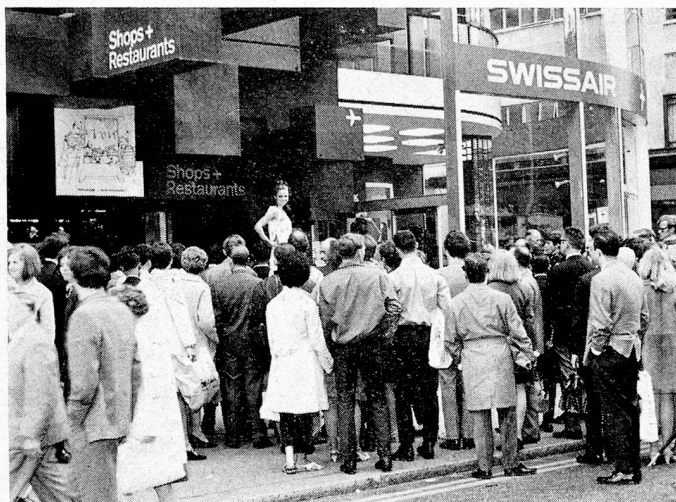
Going up to the Swiss Centre in Leicester Square, one never knows what one will meet — on opening day last November, a baker in immaculate white and a Centre Hostess in smart red distributed 1,500 *Croissants* to surprised passers-by. One Sunday at the end of April, unsuspecting pedestrians thought they were dreaming when they found Sherlock Holmes in person setting out with his retinue of Victorian ladies and gentlemen for Switzerland, having had breakfast at the Centre. On 24th July, at 4 p.m., a pretty girl in pink shortie pyjamas was posing outside the building, being photographed by a group of eager pressmen. Whatever next?

That girl was the Swiss Cover Girl 1968, Miss Marlis Fischer, 17, from Zurich. She won her title in a competition sponsored by the Swiss Cotton Fabric and Embroidery Centre in St. Gall. Their main object was to find a new face for photographic modelling.

In order to ensure the widest possible publicity for the contest, the Cotton Fabric Centre enlisted the help of one of Switzerland's large circulation women's magazines. Each Cover Girl Contest applicant had to supply three photographs (one face to camera portrait, one profile and one whole figure shot) and it was suggested that she should be interested in a modelling career. From nearly 300 applicants, a record number for Switzerland, a panel of judges selected twelve finalists. These were photographed by the same photographer under identical lighting conditions, made-up by the same make-up artist and the photographs were subsequently featured in the magazine. From these twelve finalists, the Swiss Cover Girl 1968 was then chosen at a function in Zurich.

Part of the Swiss Girl's prize was a complete wardrobe of clothes specially designed for her in beautiful Swiss cottons and embroideries, and a trip to London. The fabrics were supplied by individual Swiss cotton and embroidery manufacturers, the models designed by Swiss ready-to-wear firms and the patterns made available to the readers of the magazine.

Marlis Fischer has her heart set on a modelling career. As a child she sometimes modelled in style parades in a Zurich store. Since winning the contest, she has modelled for the Swiss magazines "Meyer's Modeblatt" and "La femme d'aujourd'hui" and has also appeared on television in Zurich. Marlis left school last April and has started a two-year training course at Grieder's in Zurich. Her



favourite sports are swimming in the summer, skating and skiing in the winter and in between seasons she goes hiking in the Swiss mountains.

The choice of Miss Marlis Fischer was a happy one, for she is not only pretty and photogenic, but has quiet and unassuming manners and a very pleasing personality. The Swiss Cotton and Embroidery Centre are, of course, well aware that in promoting fabrics, one is closely linked with the end product, and that a model girl can make or mar an outfit. Marlis certainly carried the clothes extremely well, whether it was the St. Gall embroidery beach ensemble, one of her Cover Girl wardrobe, in which she is shown on the first photograph, or the pale blue embroidered organza dress, in which she is shown below.



She was introduced by Mrs. Greta Sitek who is in charge of the Swiss Cotton Fabric and Embroidery Centre at the Swiss Centre in London, and Miss Nancy Wise of BBC Television gave a lively commentary on her person and beautiful wardrobe. This included such fascinating items as floral-printed cotton *piqué* dress, a long-sleeved, crease-resistant printed cotton satin dress, a cotton satin *culotte* two-piece, a dress and jacket in cotton jersey, trouser suit, dress and coat *ensemble*, etc., all on show at the "Chesa" Restaurant.

The outfits were made by such well-known Swiss fashion houses as Baerlocher (Rheineck), Fischbacher (St. Gall), Taco (Glattbrugg), Mettler, Forster Willi, Schlaepfer, Tricodor (all four from St. Gall). Her hair was styled by Roger at Ryf's and her shoes came from Bally, both at the Swiss Centre in London.

There was keen competition among the Press photographers to get a shot of the attractive girl. The Swiss Embassy was represented by Monsieur C. H. Bruggmann. Miss Fischer will be the Swiss entrant in the next INTERNATIONAL COVER GIRL competition to be organised by Mecca Promotions in London.

An 1861 Ban lifted at last

Many of the visitors to the Swiss Centre Restaurants in Leicester Square regret that they were unable to buy cakes and gâteaux, lovely to look at and excellent to taste, but which could be consumed only on the premises. This was due to an old law dating back to 1861 which demanded that a bakery must not be more than three feet underground. The Swiss Centre bakery, however super-modern and hyper-hygienic, is 16 feet below street level. The