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A Swiss Creation

IT was the duty of Switzerland, as a sports country, to bring a pleasant and cheerful note into women's apparel, which could no longer retain its dull and exclusively practical aspect of the past. The rustic and the picturesque have here found adaptations which bring into value a woman's charms.

We would mention, in the first place, the « Schwyzerli », which is susceptible of pleasing the most difficult and of which the various models are everywhere appreciated.

Switzerland is therefore, today, in a position to offer to sportswomen a stylish and rational costume, of which the success is constantly on the increase. In fact, the « Schwyzerli » is not only worn in Switzerland, it has already been adopted throughout the whole world and it may be seen exhibited in the great fashion centres where it has obtained a striking success. We reproduce, underneath, a letter of congratulation, sent by Federal-Councillor M. Pilet-Golaz, Swiss Minister of Tourism, to the creator of the « Schwyzerli ».

Berne, December 1937.

Sir,

You have had the kind thought to bring to the notice of the Federal-Councillor, Minister of Tourism, your effort to create a Swiss sports fashion and to show him your first models, which are unquestionable very successful. Please accept my thanks.

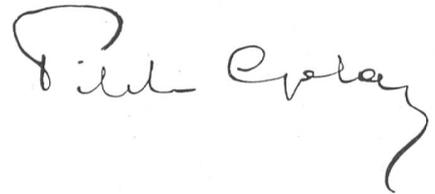
Above all, I congratulate you upon the happy idea you have had. Our country, in an eminent degree one of alpinism, skating and skiing, of « mayens », of ice and of snow, should be in a position to offer to its visitors practical, attractive and original sports costumes, inspired by a long experience of the mountains, and which are in accordance with the traditional character of the high valleys. You have succeeded in doing this with simplicity, style and ingenuity. At the same time you have created for our home workers: weavers, embroiderers, wood-carvers, and leather and brass specialists, a new and unexpected opportunity for work and hope. They will all be grateful to you.

I sincerely hope that the success of your intelligent and bold undertaking will show a marked advance during the course of the coming season, and that everywhere, in our own sports centres, as well as in foreign countries, the praises of the elegance and tastefulness of the « Schwyzerli » will be sung.

With my cordial encouragements,

I beg to remain, Sir,

Yours very truly,



Models « Schwyzerli »
Creations Picard,
Lausanne - St-Moritz.
Photos Pilet.