

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1942)
Heft: 3

Artikel: Swiss fashion textiles = Textiles suizos para la moda = Textis suissos para a moda
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DOI: <https://doi.org/10.5169/seals-799429>

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Swiss Fashion Textiles

Pursuing its collective publicity campaign in favour of the Swiss textile and fashion industries, the Swiss Office for the Development of Trade recently organized in Geneva, Berne and Zurich, the 3rd Haute Couture Display, this time for autumn and winter fashions.

The models presented at this parade were worthy of the creative efforts of the leading Swiss couturiers and showed what great possibilities the Swiss textile industry can offer. Present-day difficulties have served to stimulate the inventive spirit of manufacturers, especially as regards the creation of entirely new fabrics and, in this way, the collection of materials presented each season to home and foreign buyers has been greatly enriched. On the other hand, the creations of each individual firm further enhanced the variety of the wide range of fabrics presented.

Textiles suizos para la moda

Prosiguiendo su acción de propaganda colectiva en favor de la industria textil suiza y de las industrias de la moda, el « Office Suisse d'Expansion Commerciale » acaba de organizar en Ginebra, Berna y Zurich su tercer desfile de alta moda dedicado a los modelos de otoño e invierno.

Los modelos presentados han dado la prueba del esfuerzo creador de los grandes modistos y de las múltiples posibilidades de la industria suiza de textiles. Las dificultades actuales, estimulando el espíritu inventivo de los fabricantes, especialmente en el sentido de la creación de nuevos tejidos, han enriquecido aún más el surtido de telas, que son presentadas, en cada nueva estación, a la clientela suiza y extranjera. Las creaciones individuales de los tejedores completan la variedad de los tejidos presentados.

Textis suissos para a moda

Proseguindo na sua acção de propaganda colectiva em favor da indústria textil suíça e das indústrias da moda, o Centro Suíço de Expansão Comercial acaba de organizar em Genebra, Berna e Zurich, o seu terceiro certamen de alta costura consagrado aos modelos do outono e inverno.

Os modelos apresentados deram sobejas provas do esforço creador dos grandes costureiros e das inúmeras possibilidades da indústria suíça dos textis. As dificuldades actuais, além de estimular o espírito inventivo dos fabricantes, mórmente no domínio de novos tecidos, vieram enriquecer ainda o sortido das fazendas, que em cada nova estação, são apresentadas tanto á clientela suíça como á estrangeira. As criações individuais dos tecelões perfazem a variedade dos tecidos exibidos no certamen.

Photos : Werner Bischof, Zürich.
Heinz Guggenbühl, Zürich.
Rolf Lutz, Zürich.
Helen Nussbaumer, Zürich.
Tenca Photo, Zürich.

All shoes worn at the " Swiss Fashion Textiles " were Bally creations.

Todos los zapatos usados en esas manifestaciones « Textiles Suizos para la moda » eran creaciones Bally.

Todos os sapatos empregados nesta manifestação, « Textis Suissos para a moda », eram modelos da Casa Bally.



« ST-MORITZ »

Cap created by Glauser, Berne, in wool jersey manufactured by Steinmann, Wohlen.

Gorro en jersey de lana de Steinmann, Wohlen, por Glauser, Berna.

Gorro em jersey de lã (Steinmann, Wohlen) de Glauser, Berna.