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Swiss Fashion Textiles

Fashion 1943

Since the beginning of time, the mystery of Nature's sleep and triumphant awakening has acted as a leaven on the spirit of man. For the ancient Greeks, the poetry of spring was personified by the young goddess Persephone, daughter of Demeter, whose reappearance on earth each year after monthlong captivity in the nether world heralded the awakening of sleeping nature.

It seems as though, during the long winter months, craftsmen of the realm of Haute Couture have employed their subtlest guiles to snatch their goddess — Dame Fashion — from the slow death with which she was threatened by the closing of frontiers and the scarcity of raw materials. The profusion and quality of fabrics which the spring of 1943 has brought us, the wealth of their designs, their freshness and variety of colourings — all bear abundant proof of the vitality of the Swiss textile industry.

To this goddess, as to her sisters, homage must be paid and, to celebrate her triumph, a demonstration of art and elegance was conceived, in which all the high priests of Fashion could take part: couturiers, milliners and jewellers; glove, shoe and handbag manufacturers. This was the true significance of the « Swiss Fashion Textiles » parade organized once again by the Swiss Office for the Development of Trade and presented in Zurich, Basle and Lausanne early in March. It must be stressed that the organizers of this manifestation have no intention of creating a Swiss style; their object is to show the designers and couturiers of international fashion centres that Switzerland possesses a textile industry of the first rank, outstanding by the novelty of its products and the sure taste which dictates the choice of colourings and designs.

Text :

Elisabeth Natural.

Photos :

Guggenbühl, Zurich.
Lutz, Zurich.
Nussbaumer, Zurich.
Rössiger, Basle.
Tenca, Zurich.

Designs :

H. Eberle-Gyger, Thalwil.
Cornelia Forster, Zurich.
Martha Irminger, Zurich.
Hans Wullschlegler, Zurich.

Shoes

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

