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realizing that their machinery can be used for other purposes as well, have added to their schedule various lines of fancy braids for the shoe industry. These new lines will certainly prove fruitful even in the post-war period. The results of constant research in the domain of artificial fibres will provide the Wohlen industry with a number of novel materials extremely suitable for the manufacture of heavy, high-quality braids.

The strawbraid manufacture has always been an export industry, as the home market only absorbs about three-fifths of its output ; the remainder is sent to the four corners of the earth.

The war has unfortunately interrupted the close personal contact the manufacturers of this branch have always entertained with the dictators of world fashions. During the recent war years, executives have been thrown entirely on their own resources, but it must be said that they have found fruitful inspiration in the great fashion displays held annually in their own country.

Nevertheless, as soon as international relations can be re-established, there is no doubt but that strawbraid manufacturers will be among the first to visit their friends and clients overseas and renew those former ties.

BERNHARD DREIFUSS.

SCARVES... AND MUSIC

Novel kerchiefs, representing a dashing composition of fantastic birds and coloured notes, are highly distinctive in effect...

Against a dainty Rococo background a mandoline lying forgotten on a chair... design in white on purple ground.

Bold colour contrasts of a wine coloured scarf with musical instrument design : mandoline, violin, cello in emerald green and mustard yellow.

All these squares and kerchiefs are of pure silk.

The couturiers have used them as scarves or blouses, and in some cases have created with these materials, distinctive handbags and audacious turbans.



The afternoon frock illustrated here, and all the following models, were photographed at the 1944 Swiss Fashion Week display in Zurich.

On this page is also featured the enquiry office run by the Swiss Office for the Development of Trade. The following pages contain, as a setting for the models illustrated, illustrations of the numerous displays of fabrics, laces, footwear, flowers, handbags — in brief, all that the fashion craftsmen have created for the embellishment of Womankind.

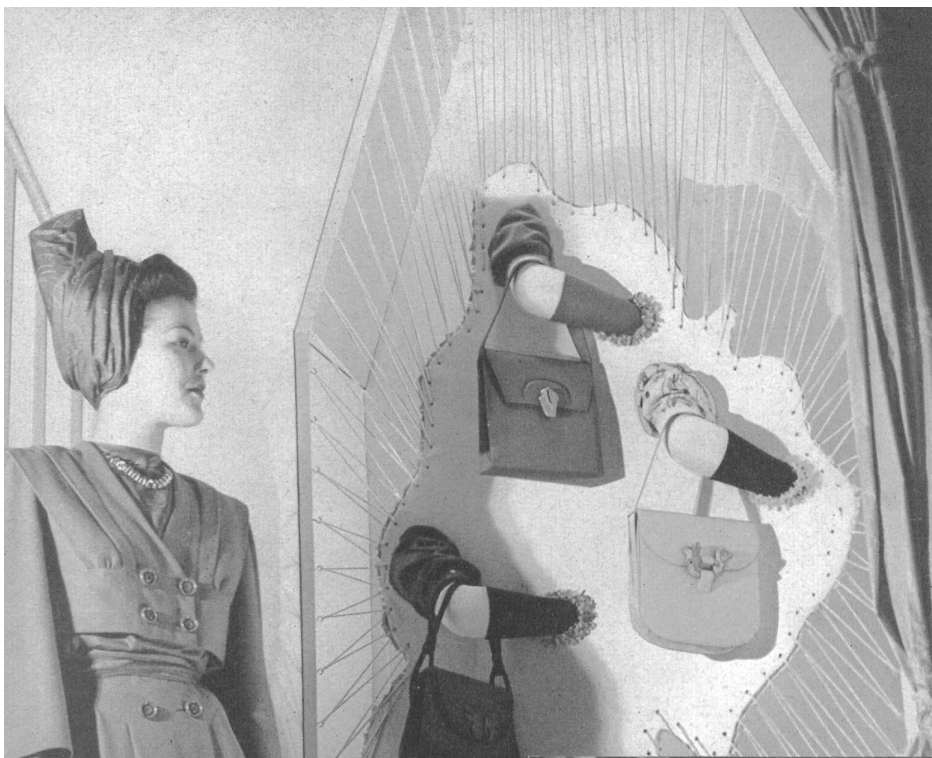








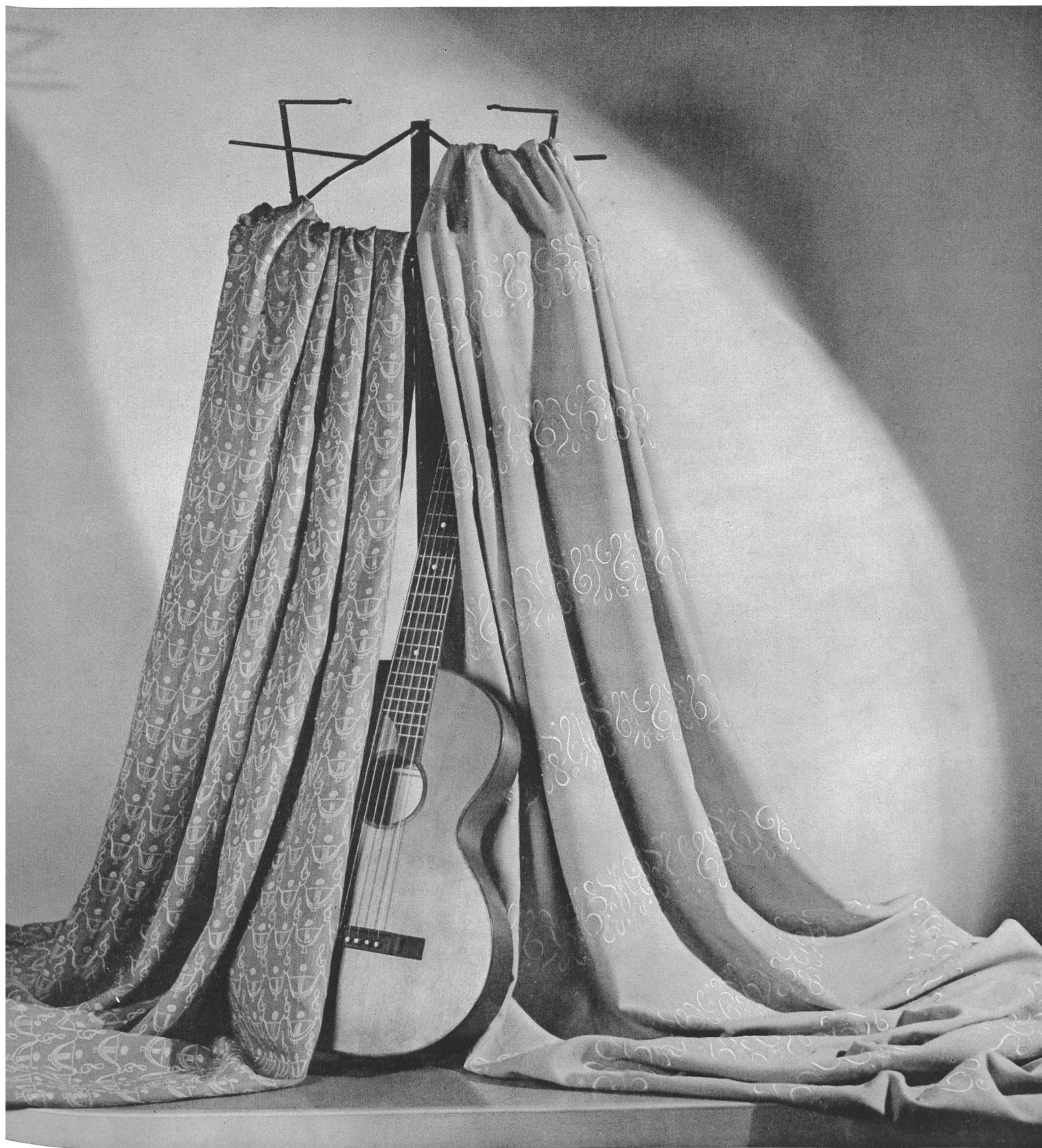
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