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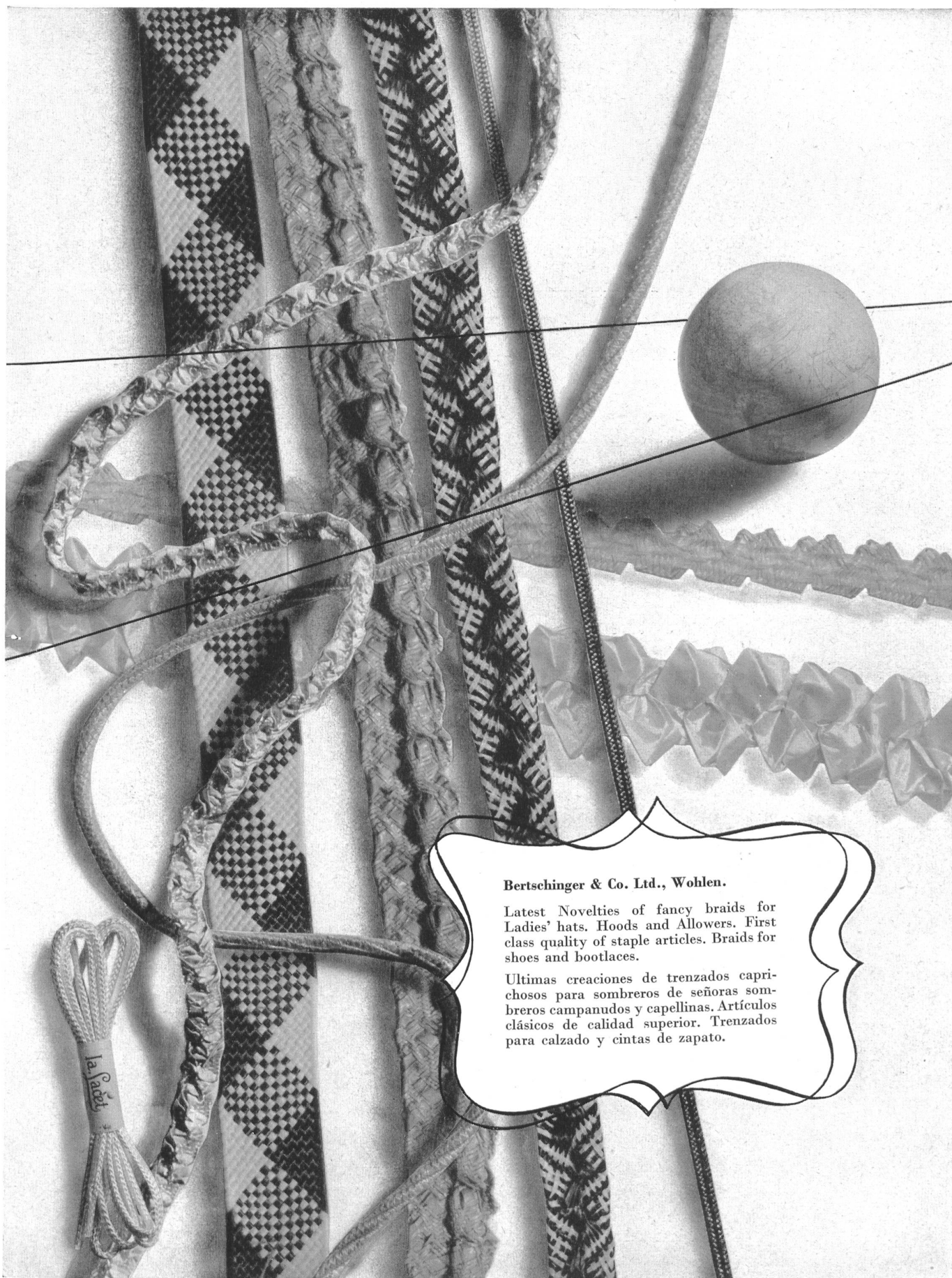
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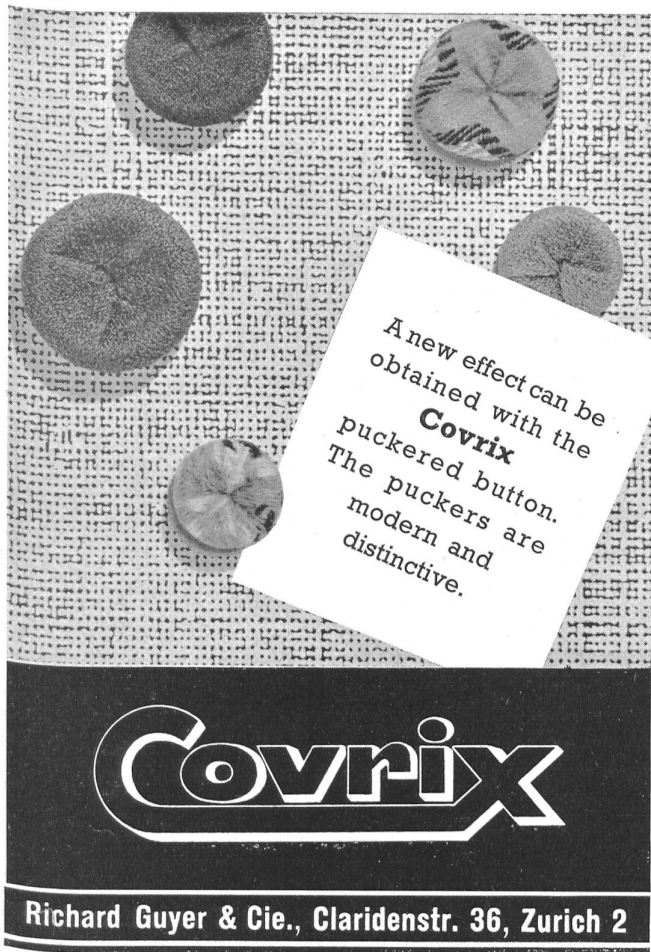
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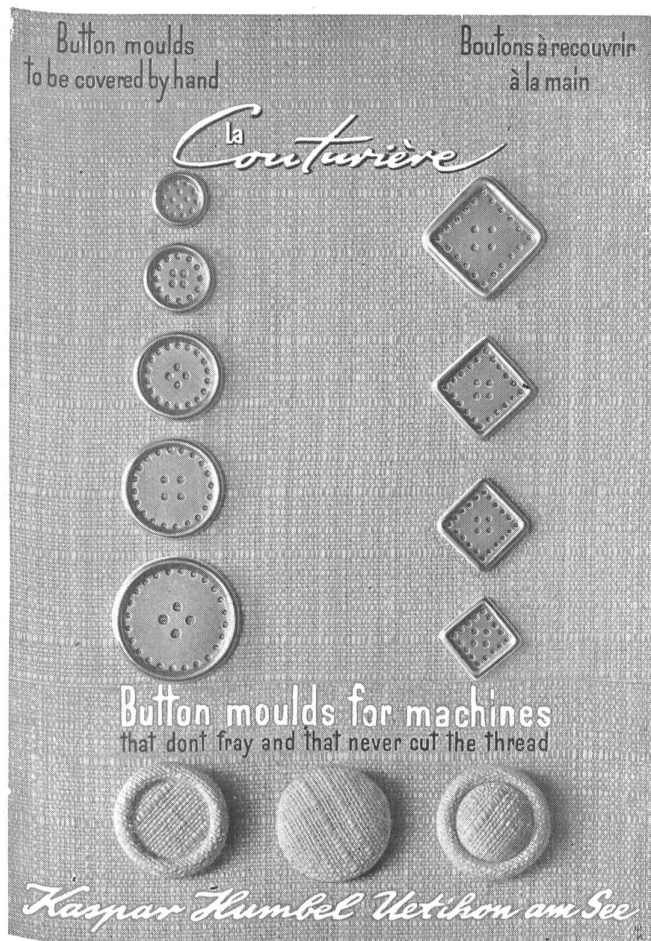
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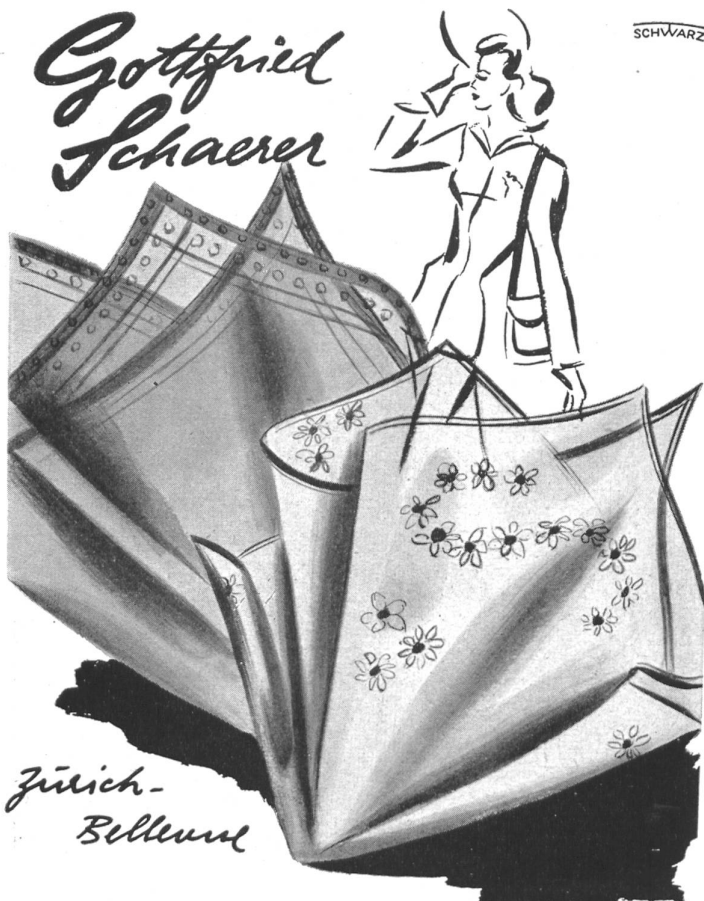
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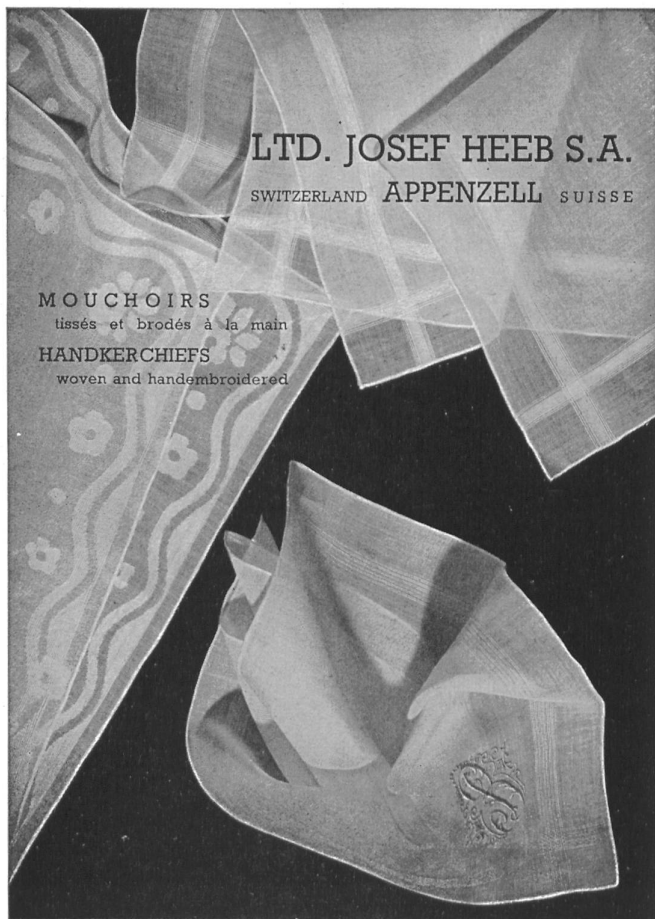
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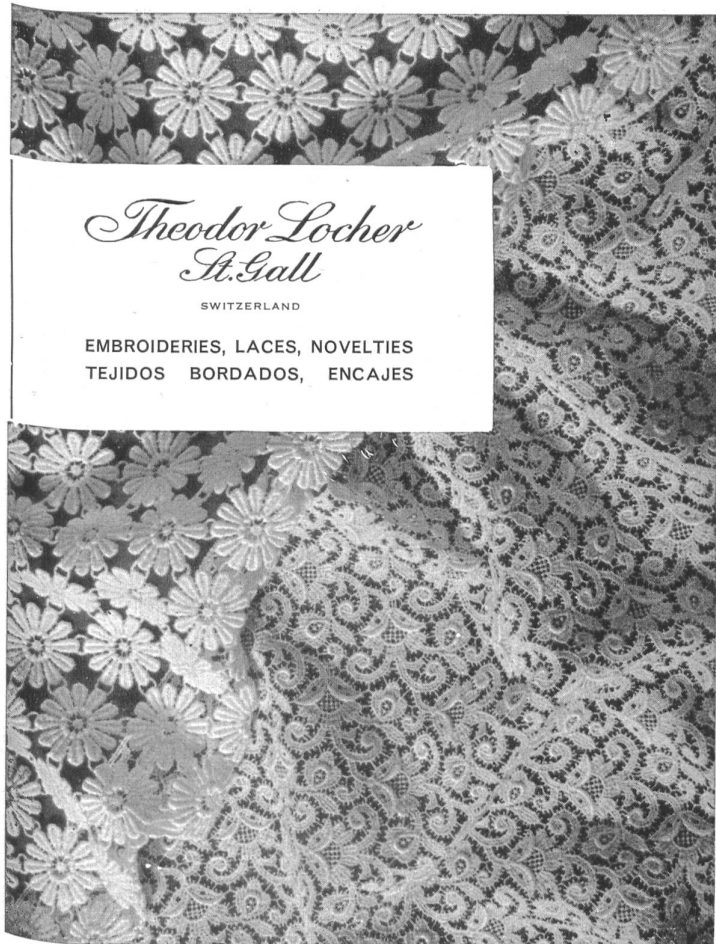
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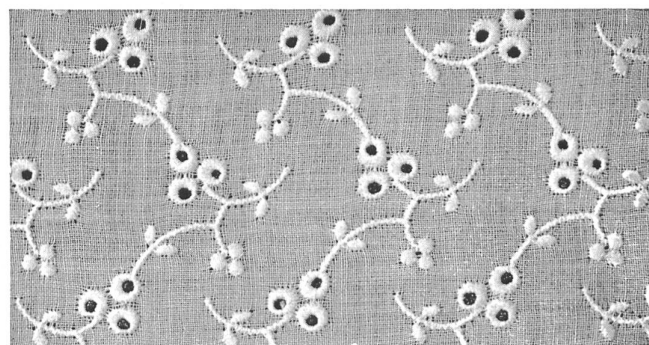
NOVELTIES



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St. Gall

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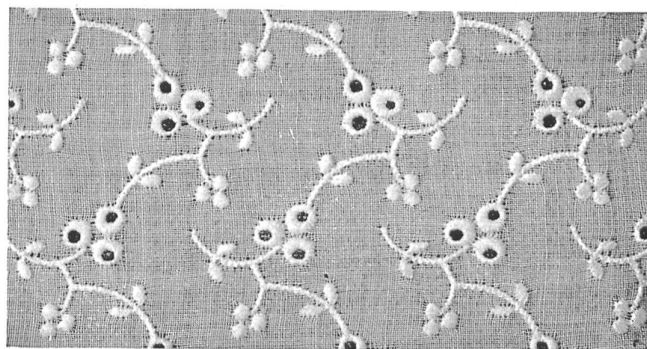
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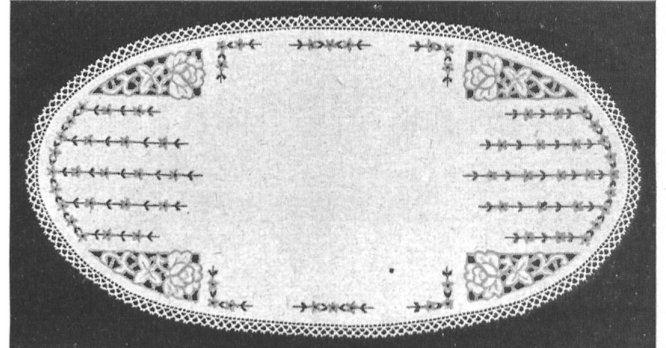
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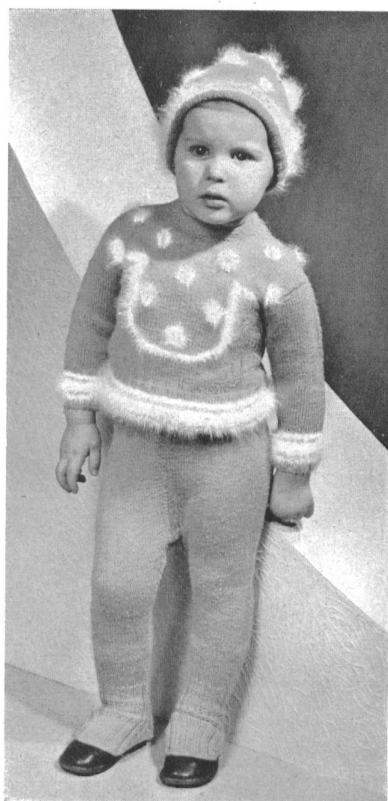
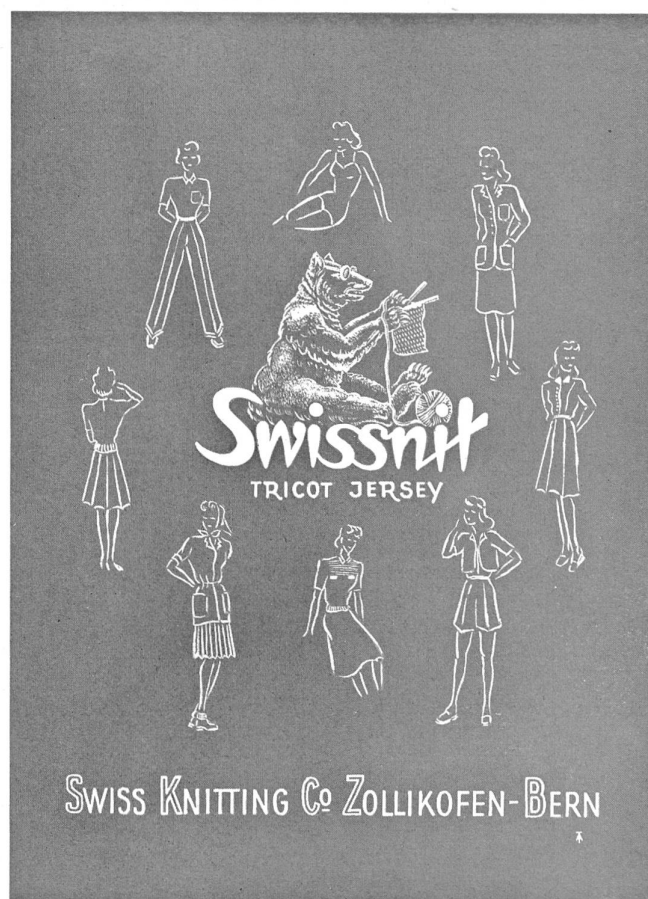
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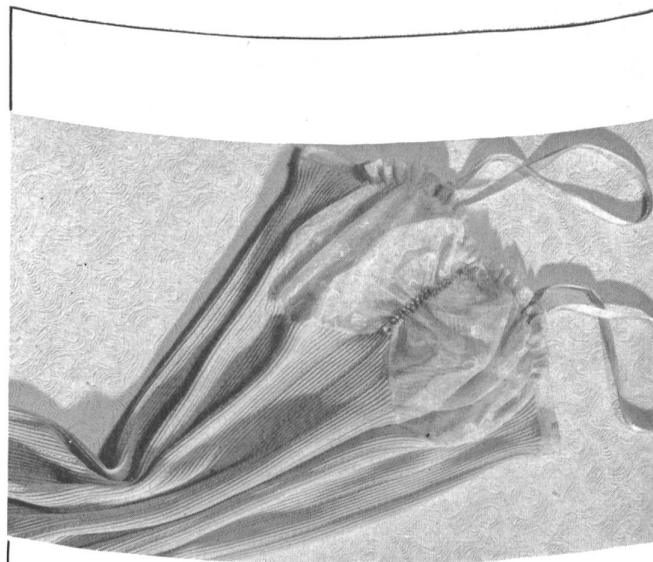
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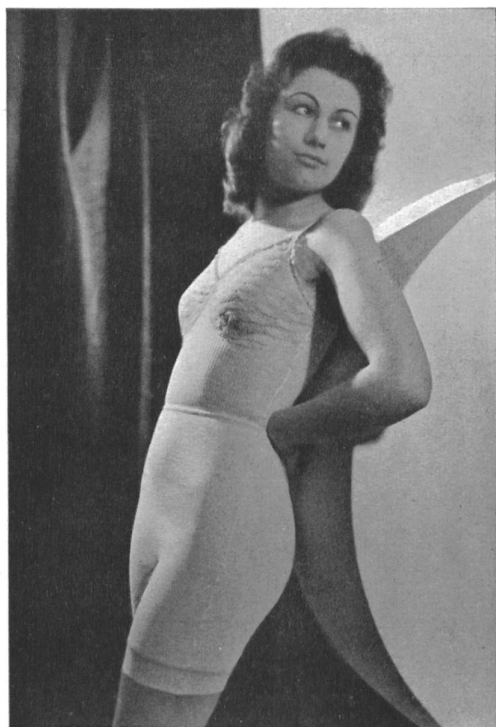
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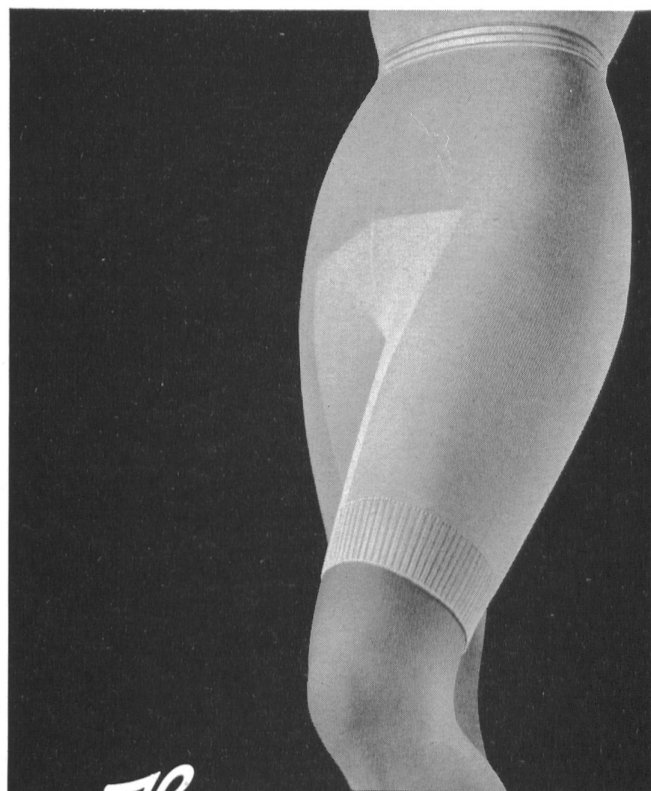
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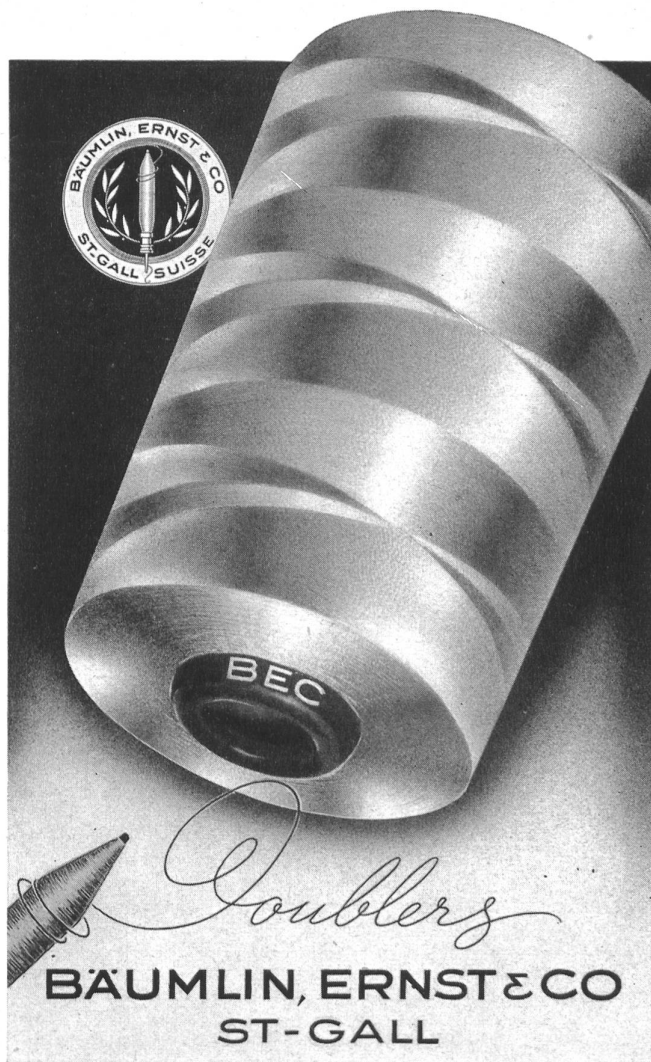
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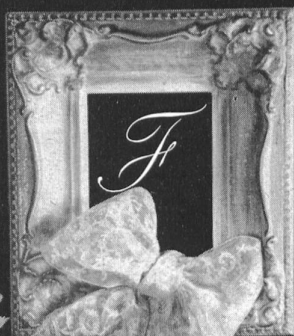
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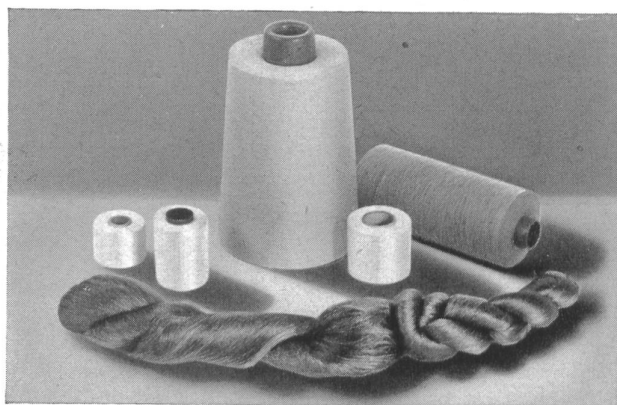
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Information concerning Swiss Products :

Swiss Office for the Development of Trade, Zurich, Börsenstrasse 10, and Lausanne, Place de la Riponne 3.

An Association for furthering the development of foreign trade ; gives free information concerning Swiss products and puts buyers into contact with manufacturers ; edits sundry publications : see page 28.

The documentary film « Cradle of Fashion » gives a general survey of the Swiss textile industry. The film « The Rise of a World Industry » illustrates strawbraid manufacturing processes employed in the Wohlen industry. « La fibranne, produit suisse » is a film illustrating the manufacture of synthetic textile fibres, namely, rayon and staple fibre, and their possibilities of utilization. Ask for booking conditions.

Oversea-Agencies of the Swiss Office for the Development of Trade :

Near East (Syria, Lebanon, Iraq, Cyprus). — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestine. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

Iran. — **Teheran** : Office suisse d'expansion commerciale, délégation pour l'Iran, C.P. 9.

North Africa. — **Algiers** : Office suisse d'expansion commerciale, 3, rue Edmond Adam.

West Africa. — **Lagos** : Swiss Trade Commissioner, P.O. Box 571.

South Africa. — **Johannesburg** : Consulate general of Switzerland, Export Service, P.O. Box 3364. — **Cape Town** : Consulate of Switzerland, Export Service, P.O. Box 806.

East Africa. — **Nairobi** (Kenya) : Swiss Office for the Development of Trade, P.O. Box 1161.

British India. — **Bombay** : Swiss Trade Commissioner, P.O.B. 102.

Far East. — **Shanghai** : Swiss Office for the Development of Trade, P.O. Box 740.

Canada. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antilles and Central America. — **Havana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Northern Brazil. — **Recife** (Pernambuco) : Instituto Suisso de Expansão Comercial, Agência para o Norte do Brasil, Caixa Postal 596.

Swiss Chambers of Commerce :

Argentina : Buenos-Aires, Calle Piedras 113. — **Brazil** : Rio de Janeiro, Associação das Casas de Comercio Suissas, C.P. 1404.

Swiss Legations and Consulates in all countries of the world.

Informes sobre la producción suiza :

Oficina Suiza de Expansión Comercial : Zurich, Börsenstrasse 10, y Lausana, Place de la Riponne 3.

Asociación para el desarrollo del comercio exterior ; informa gratuitamente sobre la producción suiza y pone en relaciones a compradores y fabricantes. Edita diversas publicaciones : vease página 28.

La película documental « Para las hijas de Eva » da una idea general de la industria textil suiza. La película « El trenzado suizo, capricho femenino » muestra la fabricación del trenzado de la paja en Wohlen. La película « La fibranne, produit suisse », ilustra la fabricación de las fibras textiles sintéticas, es decir del rayón y de la fibranne, y sus posibilidades de utilización. Pídanse las condiciones de presentación.

Agencias comerciales en el extranjero de la Oficina Suiza de Expansión Comercial :

España. — **Madrid** : Delegación en España de la Oficina Suiza de Expansión Comercial, Juan Bravo, 1.

Próximo Oriente. — **Beyrouth** : Office commercial suisse pour le Proche-Orient, B.P. 809.

Palestina. — **Tel-Aviv** : Swiss Trade Office for Palestine, P.O.B. 2117.

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Canadá. — **Toronto** : Swiss Office for the Development of Trade, 159, Bay Street.

Antillas y América Central. — **La Habana** : Oficina suiza de expansión comercial, Edificio Bacardi 606.

Brasil del Norte. — **Recife** (Pernambuco) : Instituto Suisso de Expansão Comercial, Agência para o Norte do Brasil, Caixa Postal 596.

Cámaras de Comercio Suizas en el extranjero :

Argentina. — Buenos-Aires : Calle Piedras 113. — **Brasil** : Rio de Janeiro, Associação das casas de comercio suissas, C.P. 1404.

Legaciones y Consulados de Suiza en todos los países.

Swiss Textiles at Fairs and Exhibitions

Abroad

Despite events, Switzerland was again represented at a few international fairs in 1943, at the Plovdiv Fair in Bulgaria, for example, at the Madrid and Barcelona Fairs, and even organised a Swiss Book Fair in Stockholm and a Swiss Exhibition in Lisbon. The latter, as

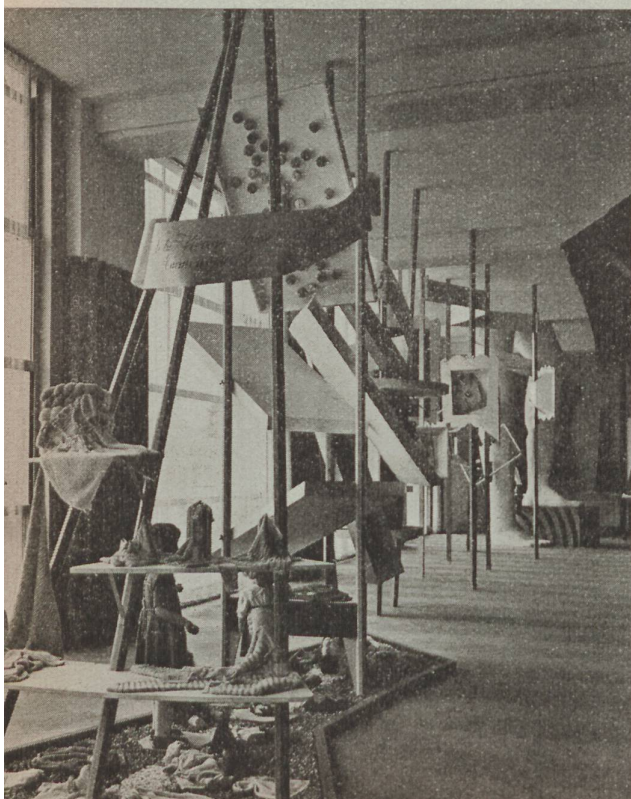
country who came to admire the latest creations of Swiss couture. On this «Day», two important lectures were given: one by Mr. Lienert, Director of the Zurich Office of the Swiss Office for the Development of Trade, on the subject, «The Development of the Textile Industry through the Ages», and the other by Mr. Hartmann,



At the Swiss Exhibition in Lisbon.

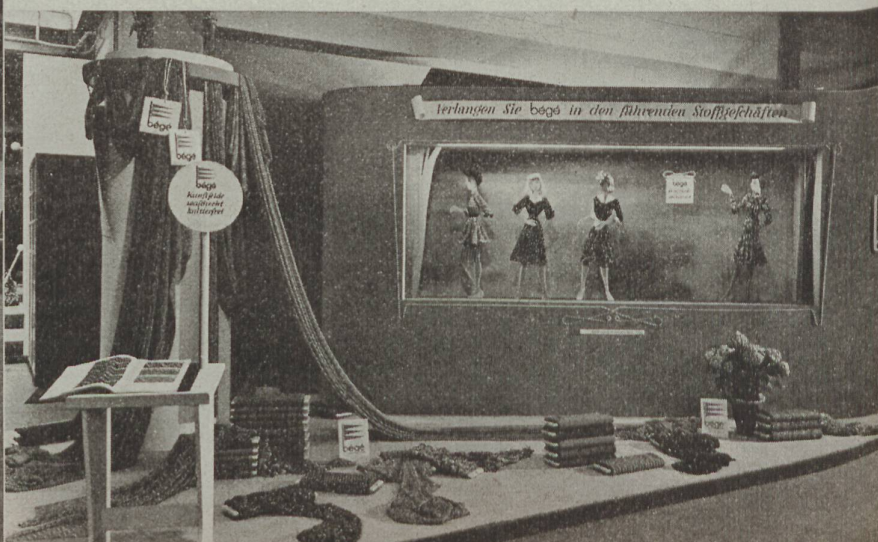
also the other displays already mentioned, was due to the initiative of the Swiss Office for the Development of Trade and proved a great success, its large textile section in particular being especially appreciated. This display was installed in spacious drawing-rooms wall-papered in white, thus creating an atmosphere which stressed the beauty of the fabrics, laces and other products of the Swiss textile industry exhibited there. «Swiss Textile Day», the Day dedicated to this great industry, attracted visitors from the best Portuguese society and also many dressmakers from the chief centres of the

chief pressman of the Exhibition, on «Wohlen Millinery Braids». These two talks given before a select audience were given an enthusiastic press in Portuguese papers in which the most interesting passages were reproduced; the Swiss Textile Section in general was also well received by the press. The documentary films on the strawbraid industry, «All the Hats in the World», was shown several times and drew the attention of the Portuguese public to the importance this thoroughly characteristic activity of Swiss industry has for Portugal and her colonies.



Collective Exhibition «Rayon and Staple Fibre» at the Swiss Comptoir 1943.

The stand of the Firm Berthold Guggenheim, Zurich, at the Swiss Industries Fair, Basle 1943.



The Stand of the Swiss Office for the Development of Trade at the Swiss Fair of Lugano 1943.



Inland :

The products of the Swiss textile industry are regularly given a prominent position each year at the following fairs :

Swiss Industries Fair, Basle, every spring.
Swiss Comptoir, Lausanne, in September.
Swiss Fair of Lugano, in October.

At each of these trade fairs, a special section is devoted to Swiss textiles and includes many individual displays by manufacturing firms. Apart from these, collective displays show buyers and the

general public the results obtained in regard to specific materials. We would mention in particular the Collective Display at the 1943 Swiss Comptoir, organized by the Société de Viscose Suisse and which gave visitors an occasion for admiring the degree of perfection attained in Switzerland in staple fibre and rayon manufacture and in the goods made from these products. At Lugano, besides the Textile Section itself, the Swiss Office for the Development of Trade organized a stand showing what efforts this organization has been making for years in favour of the Swiss textile industry. At this stand were presented a series of documents illustrating the latest fabrics and embroideries and giving an excellent idea of the spirit of enterprise and adaptation prevailing among leaders of the Swiss textile industry.

The Wohlen Strawbraid Industry

With its houses nestling amid the trees, Wohlen looks more like a quiet country town than an industrial centre. A remarkable phenomenon has indeed occurred in this locality, a phenomenon both rare and pleasing in our days : its population has not become wholly industrialized, owing to the fact that the strawbraid market follows the fluctuations of the fashion trades which are essentially seasonal. Wohlen looms only hum in winter, before the « Season » which opens with the first rays of spring sunshine, and for which braids and millinery shapes must be held in readiness. In summer, the looms are at rest and almost the entire population returns to work on the land, which has remained an important factor in the life of the inhabitants and of the town itself. This is one of the very rare examples where industry has developed without prejudice to farming.

This industry is not, as one might think, a product of the modern evolution of fashion, but dates back to the XVth century. Beginning as a homecraft, it quickly became a remarkably important activity. At first, locally produced rye straw alone was plaited and used for the making of « picture » hats with wide, graceful brims which so charmingly harmonized with and set off the local costumes and protected the country-women from the harvest sun. Soon, the Swiss home market no longer satisfied manufacturers as a field of activity, and they sought to extend their sales. It is to Jakob Isler, son of one of the founders of the Wohlen industry, that must be given the due of spreading abroad the fame of his village. He was a simple travelling merchant and hawked his braids and straw hoods all over the country ; his sons, in their turn, extended their commercial relations and carried their varied and perfected wares across the frontiers, even to Paris. These relations went on developing and have now been extended to other continents. Manufacturers soon realized that one of the reasons of their success, and indeed their *raison d'être* lay in the diversity of their products. They therefore set about working on the most unexpected materials, such as wood, and raffia, for instance, and even hemp, silk and animal hair. Far from rivalizing straw as a raw material, the advent of artificial silk gave new impetus to the industry. This material with its multiple aspects, and so easy to dye in various, warm shades, seemed particularly destined to become a choice raw material. Mat or shiny, stiff or supple, artificial silk lent itself to any number of innovations. The first step towards progress had been made, and this when the time was ripe. Indeed, the present war and its economic consequences were about to deprive the looms of their primary raw material. So, fearlessly, and imbued with a remarkable spirit of enterprise and adaptation, the leaders of this industry adapted to the manufacture of braidings all the raw materials to which the chemical industry has of late years given birth

and which Switzerland can continue producing in large quantities. A still more remarkable fact is that manufacturers have not been content to treat these materials as country cousins and to use them merely for want of better. They have created new models which stress the particular qualities of each one of these products ; they have left the beaten track and, with remarkable foresight, realized what marvellous effects the fashion trades could obtain with these materials. Certain sample cards of any one of these manufacturers fill one with amazement. The word « braids » conjures up a vision of dull, uniformly patterned weaves. Nothing of the sort ! What a wealth of colours and designs, what a variety of presentation and texture ! This braid, for example, feather-light and soft in colour, makes one think of a wide picture hat poised on a fair, curly head ; another, with its aggressive tones where mat and shiny effects intermingle, makes one visualize a « cute little hat » flower-adorned and jauntily crowning a pretty face. Others again, more sober in taste, conjure up the demure hat of the young middle-class matron. Oh, no ! Certainly not ! There's no need to regret the old straws — fine materials, no doubt ! — but how dull !

The variety of materials, of colourings and of presentation, is most striking, but the variety of manufacturing methods is still more so. Standing on the threshold of old houses glowing in the last warm rays of the autumn sun, we have watched old women at work, weaving braids on the primitive looms handed down for generations. As in the case of looms for cloth weaving, the weft is operated by treadles, while skilful, wrinkled hands intertwine the threads.

Braided millinery and boater models are also still made by hand. Here is a workshop where ten young women or so are busily at work ! One of them is braiding a boater model on a stand surmounted by a movable, cylindrical shape. The crown is finished and she has started on the brim. Turning the cylinder with deft movements, she weaves and intermingles, with amazing dexterity, the innumerable threads, making them lie one against the other, forming an even edge. In one corner of the room, seated at a table on which are placed their materials, other girls weave wide-brimmed hoods. They hold a wooden mould on their knees and place the threads fan-wise upon it. Then, starting from the tip of the crown, they tie all these threads to another which is then wound round the shape. It is a work of patience and skill.

This is of course only the most picturesque aspect of the trade ; there are also many large factories, impressive under the crude glaring light, where thousands of plaiting machines, all equipped with strange technical devices, create marvellous models under the vigilant eye of skilled working girls.

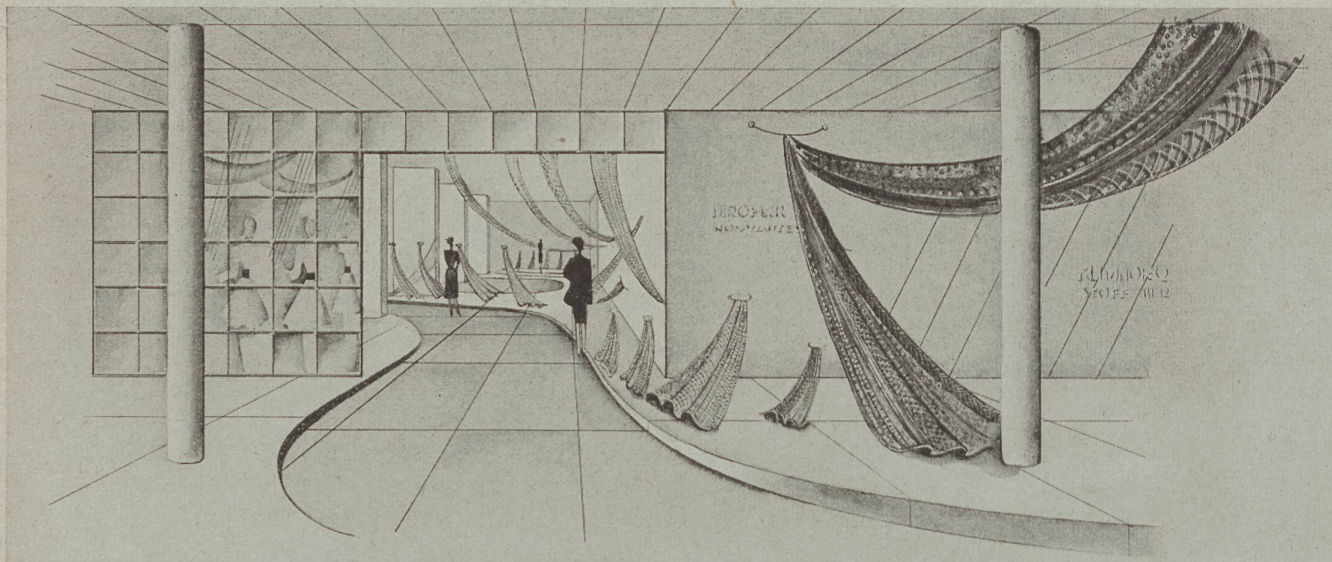
The 3rd « Swiss Fashion Week » in Zurich

February 24th - March 12th 1944

by Charles Zimmermann, Manager

In barely a month from now, the 3rd « Swiss Fashion Week » to be held in Zurich will once again unite the textile and fashion industries in an imposing display of Swiss achievement. Both trade circles and the general public will be able to view the progress realized in the various branches of the industry and compare the samples presented

of creations presented by Swiss couturiers. Special pavilions are to be arranged, grouping representative products of various branches of the industry; for example, « The Colour Factor in Fashions », « The Creation of Fabrics », « Embroideries and Laces », « Fashion Accessories », « Harmony and Fashion », « In the Service of Fashion ».



At the 3rd Swiss Fashion Week, Zurich 1944.

by firms in different regions of the country. The number of exhibitors is already greater than ever before, and the 3rd « Swiss Fashion Week » promises to be even more important than its predecessors. In 1942 and 1943, these manifestations attracted more than 70,000 visitors, and it is anticipated that this figure will be exceeded this year.

People have said, once or twice, that by these displays Switzerland is aiming at becoming a dictator of fashions and thereby competing with world-recognized fashion centres. The object of the 3rd « Swiss Fashion Week » organized by the leaders of the Swiss textile industry themselves, is quite a different one, however. Its purpose is to encourage, by free competition, the development of Swiss textile production and the creation of a sound basis on which to re-establish the export trade in the post-war period. In this way, all timely preparations are being made to place at the disposal of Swiss firms a thoroughly tested organization which will enable them to face the struggle for the capture of foreign markets with good chances of success. To further this aim, new capabilities must be found and trained, individuals who are able to imagine and create better and really new products. Moreover, these new ideas must be realized by a highly qualified team of specialists.

The main theme chosen for the 3rd « Swiss Fashion Week » is: **Creative elements of Fashion.** This theme will be developed and illustrated during the various attractions of the « Week », by a series

Only real masterpieces of the dressmaker's art and the textile industries will be accepted for display. As in former years, the **Fashion Parade** will be organized by the Swiss Office for the Development of Trade, which will also present the creations of the second « Special Collection » prepared under its patronage. This Collection represents a new peak of achievement attained by the creative co-operation of fashion artists and specialists. It will certainly arouse great interest in trade circles both at home and abroad. At the same time, the discovery of interesting novelties and fashion accessories will also incite Swiss couturiers to perfect their creations still further.

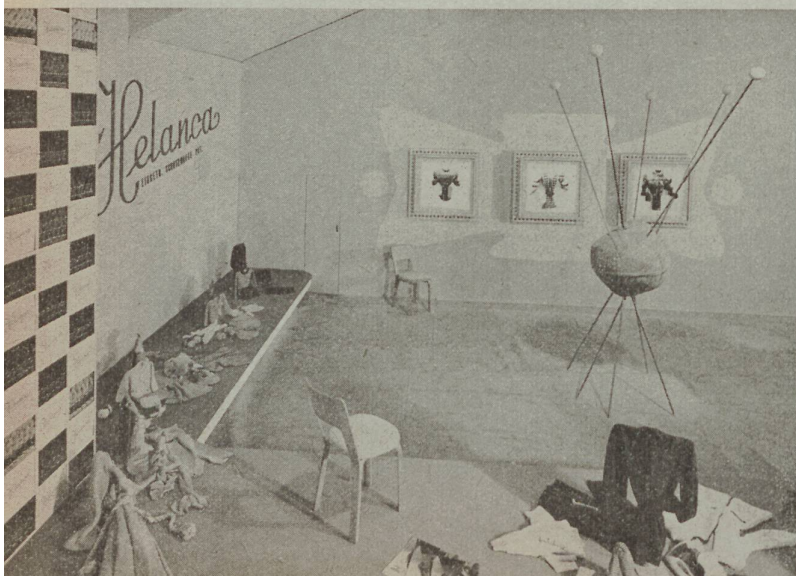
A parade of **ready-made wear** is also to be presented, for even before the present war, this branch of Swiss industry was developing most satisfactorily and showing great promise. For the first time, this year's parade will exclusively present novelties produced by the Swiss textile industry.

Models of Swiss **knitwear** styles, universally recognized for their originality, will also be presented at this parade.

Against an attractive background at the **Fashion Theatre** will be shown the creations of a few firms which have long ranked high for their progressiveness.

The « Swiss Fashion Week » is the most important manifestation of its kind ever organized. The best products of all the nation's industries connected, even remotely, with the fashion trades, are reunited in this great display. When one remembers that one out of every four of Switzerland's industrial workers is employed in these industries, one will realize how feverishly textile and fashion centres are working just now.

The « Swiss Fashion Week » will arouse even greater interest than ever among foreign trade circles, although even before the war Switzerland's flourishing export trade bore proof of the high degree of perfection achieved by this industry. The 3rd « Swiss Fashion Week » will show that, after five years of war conditions, the textile industry has not only maintained its spirit of enterprise and cooperation, but that it has also raised the general average quality of its products. The preparedness of Switzerland's fashion and textile industries for active co-operation in European reconstruction in the coming post-war period, will once again find expression in the forth coming manifestations uniting all members of these trade and industries.



The stand of the Firm Heberlein & Co Ltd., Wattwil, at the Swiss Fashion Week 1943.

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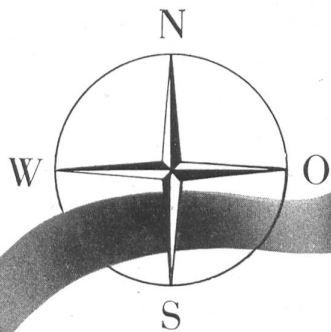
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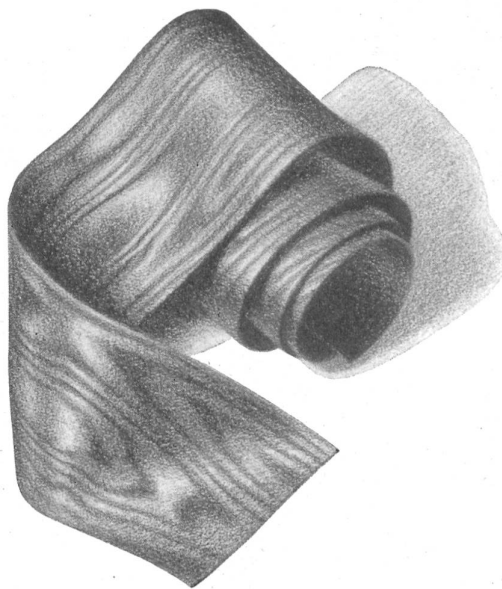


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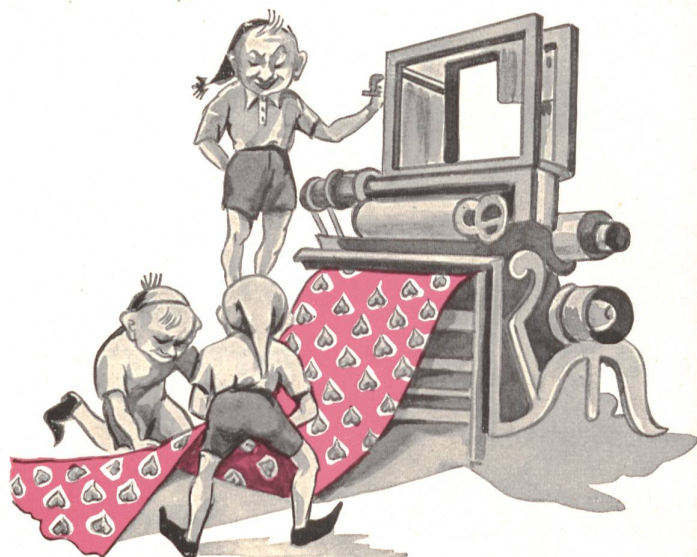
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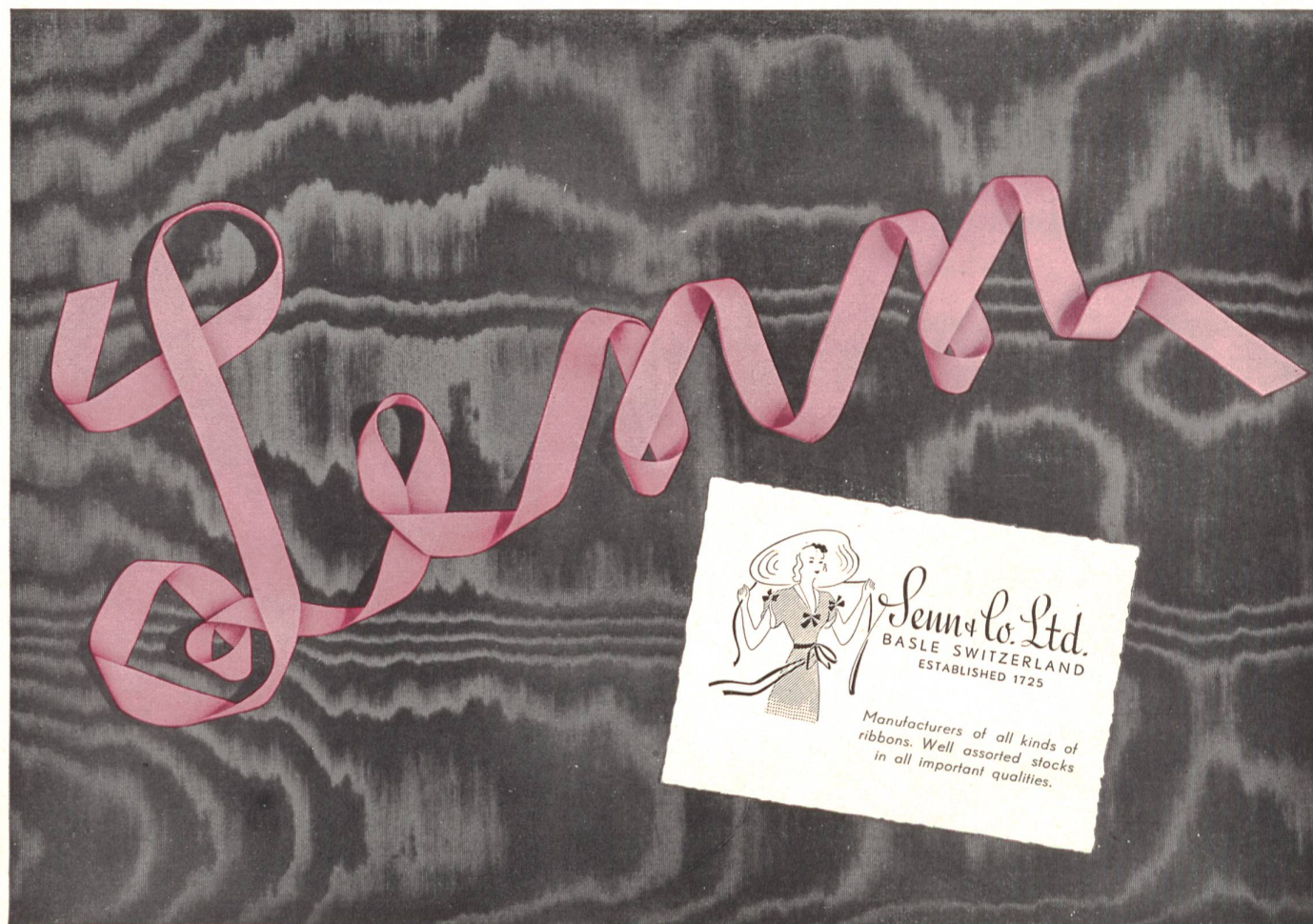


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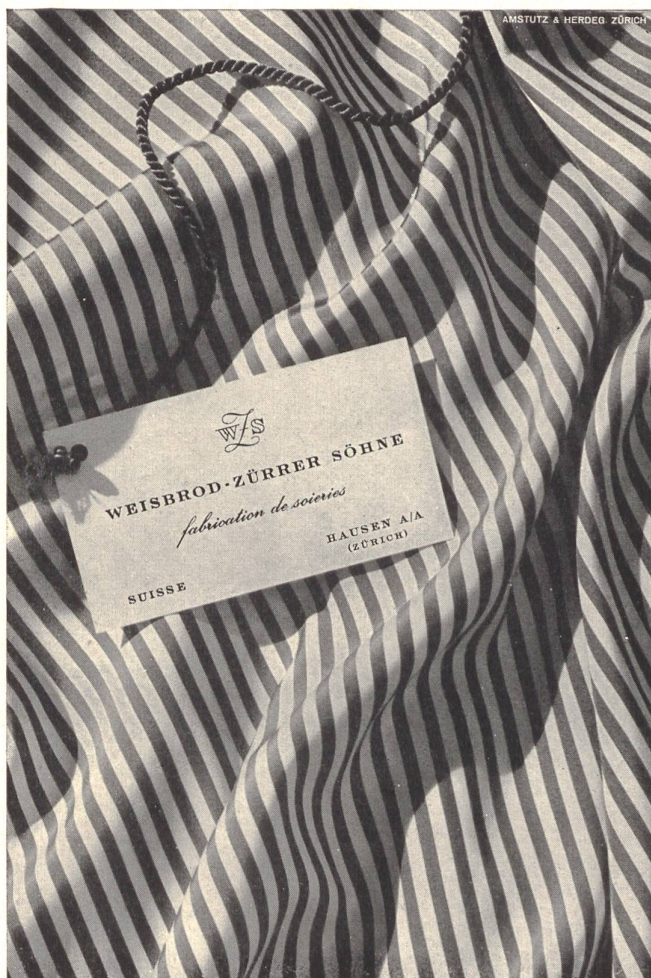
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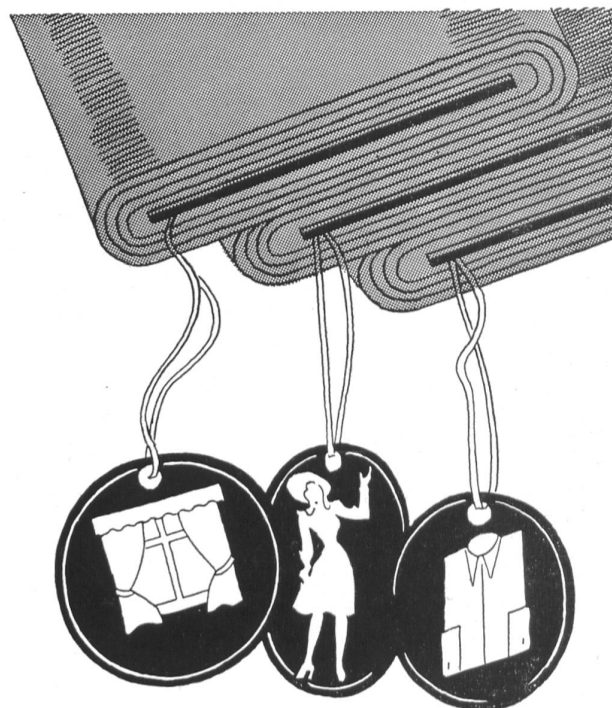
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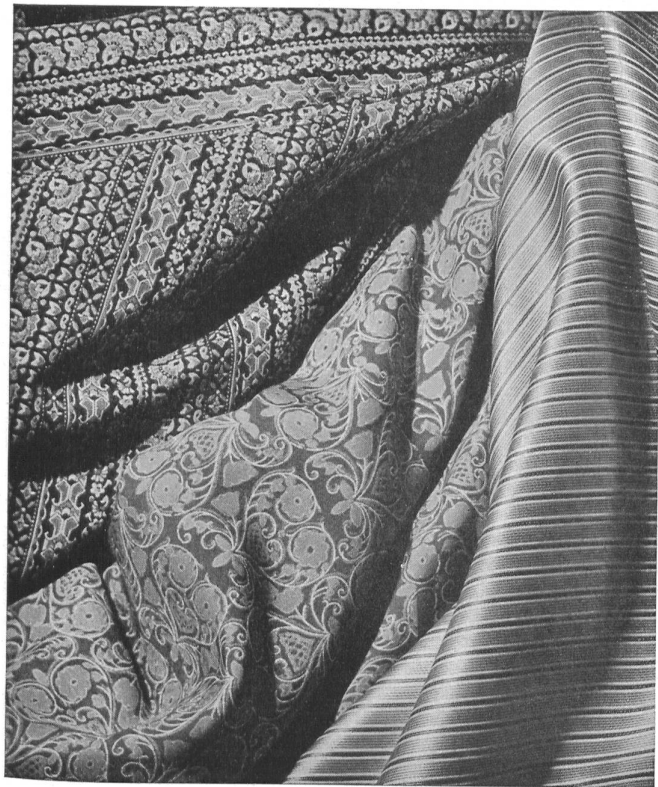
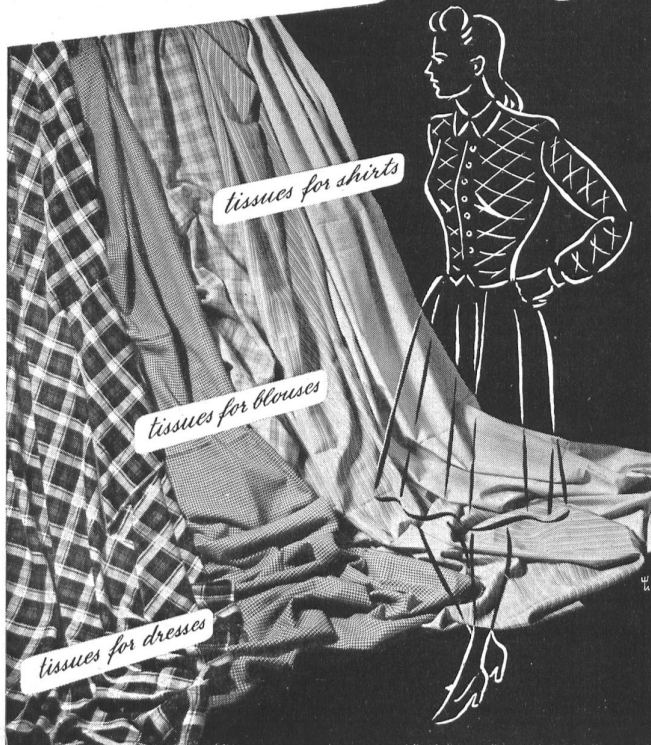
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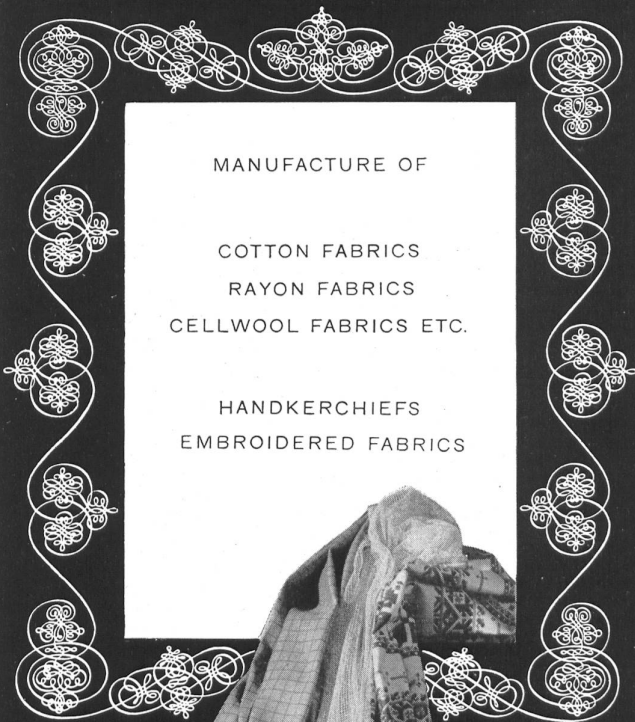
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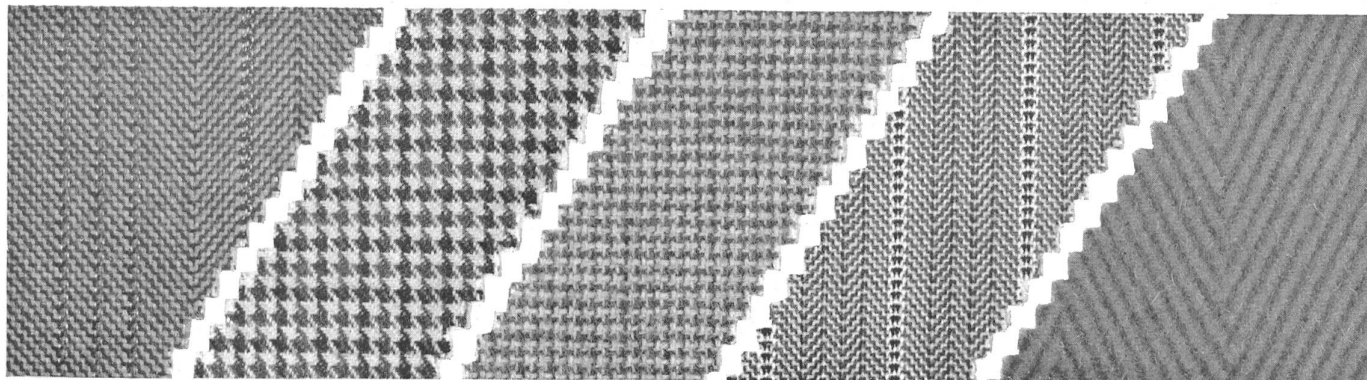
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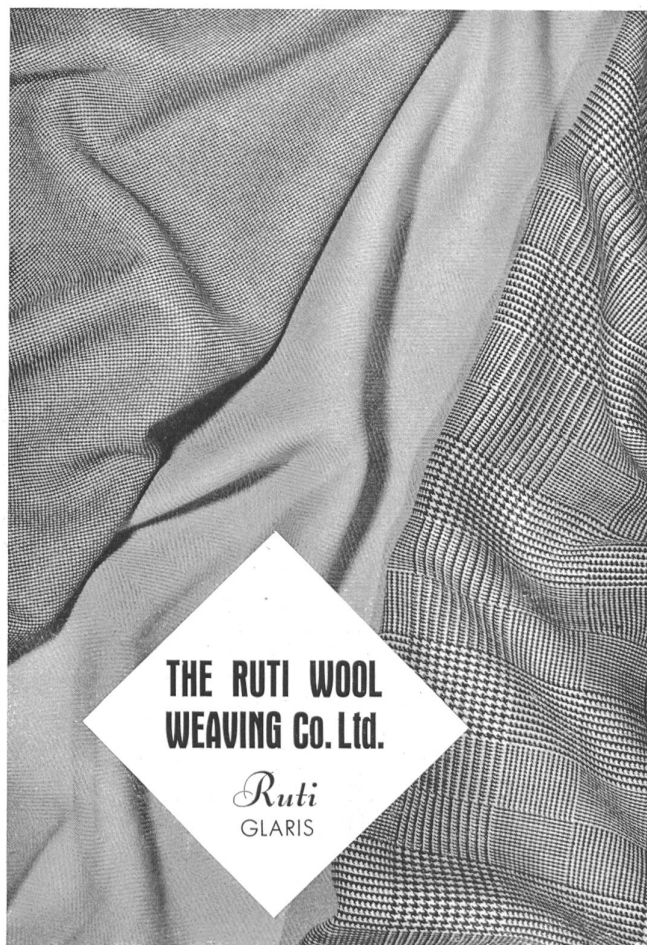
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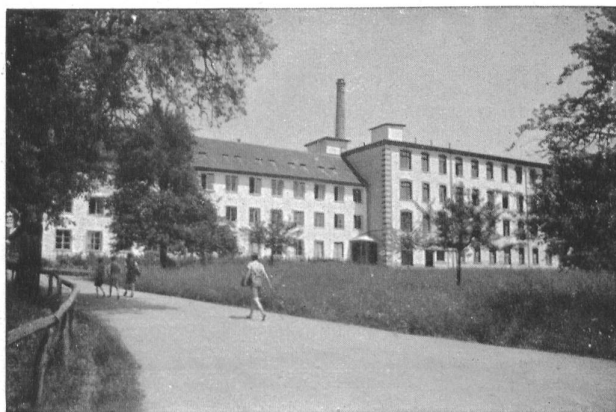
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