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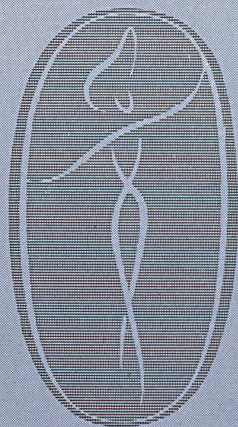
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SWISS CLOTHING INDUSTRY

Special supplement on the occasion of the
22nd Swiss Export Week
Zurich





22^{me} SEMAINE SUISSE D'EXPORTATION ZURICH

du 1^{er} au 6 juin 1953

Collections d'Automne et d'Hiver

Le Secrétariat du Syndicat Suisse d'Exportation des Industries de l'Habillement vous renseignera avec plaisir sur tout ce qui pourrait vous intéresser

Syndicat Suisse d'Exportation des Industries de l'Habillement

Secrétariat: Zurich, 37, Utoquai Tél. (051) 32 71 78

22nd SWISS EXPORT WEEK ZURICH

1st to 6th june 1953

Autumn and Winter Ranges

The Secretary of the Exporters Association of Swiss Clothing Industry is at your disposal for any information you may require

Exporters Association of the Swiss Clothing Industry

Secretary: Zurich, 37, Utoquai Phone (051) 32 71 78

22. SCHWEIZERISCHE EXPORTWOCHE ZÜRICH

1.-6. Juni 1953

Herbst- und Winter-Kollektionen

Das Sekretariat des Exportverbandes der Schweizerischen Bekleidungsindustrie steht Ihnen mit allen gewünschten Auskünften bereitwillig zur Verfügung

Exportverband der Schweizerischen Bekleidungsindustrie

Sekretariat: Zürich, Utoquai 37 Tel. (051) 32 71 78

Gowns

Costumes

Coats

Blouses

Skirts

Knitwear

Jerseys

Children's Wear

Sports Wear

Rainwear

Swiss Clothing Exports in 1952

by Professor Dr. A. Bosshardt,
Head of the Exporters Association of the
Swiss Clothing Industry, Zurich.

When in 1951 Switzerland broke all previous records for exports with a total of 4,691 millions Swiss francs, nobody imagined that the result for 1952 would be even better. And yet the improbable occurred: in 1952, the value of Switzerland's total exports rose to 4,749 million francs, thus exceeding the figure for the previous year by some 58 million francs or approximately 1.2 %. This result is all the more remarkable when it is considered that imports fell by more than 700 million francs, dropping from 5,916 million in 1951 to 5,206 million francs in 1952.

The clothing industry is among those branches of industry that have contributed to this new increase in the value of Swiss exports. And yet the general trend of affairs, which was rather slack during the first half of last year, seemed to indicate just the opposite for the consumer goods industries. We see in fact that the monthly values of exports of the clothing industry during the first 9 months of 1952 are all, with one exception, below the corresponding figures for the previous year. Towards the end of the summer the renewal of activity in the United States saved the situation in an unexpected manner, and during the fourth quarter exports of clothing exceeded on the average those of the previous year. The last quarter alone not only made good the deficit recorded during the first 9 months, but made it possible to achieve a total much greater than that for 1951.

The volume of Swiss exports of the *clothing* industry during 1952 (items 530-556 of the Swiss customs tariff, not including handkerchiefs) is within a ton of the figure for the previous year (820.5 metric tons in 1952 as compared with 821.6 metric tons in 1951). In value however there was a further increase from 61.3 to 62.7 million Swiss francs, that is to say of about 2.3 %. These figures do not include blouses made of embroidery, which are a typical product of Saint-Gall and included for the most part under the heading of embroideries. Nor do these figures include exports of *hats*, which also showed an increase in 1952, rising from 1.7 to 2.4 million Swiss francs.

The increase in exports referred to here does not apply

to all branches of the clothing industry. In certain fields there has been a falling off due mainly to the anti-liberal measures adopted by Great Britain and France. This is particularly the case with exports of lingerie and men's clothing. With regard to knitted articles, certain deficits in exports of gloves and stockings have been compensated for by exports of underwear. Another remarkable increase recorded in 1952 was that of exports of *women's and children's clothing*. In this field, the new measures of liberalisation undertaken by Germany and Sweden have opened up new possibilities to Switzerland. Exports of women's clothing, which totalled Sw.frs. 19.2 million in 1952, exceeded those of the previous year (15.96 million) by about 20 % and those of the record year of 1946 (16.4 million) by 18 %. The figures are thus more than double the extremely modest results obtained in the years 1949 and 1950. The greatest increase occurred in exports of *women's woollen clothing and coats* (item 551): in this field the value of exports has simply soared up during the last three years, rising from 1.2 million (1950) to 3.2 million (1951) and finally 5.6 million (1952); this result is due to the very high standard achieved in Switzerland by the ready-to-wear clothing industry, both with regard to fashion and quality, as well as to the very successful efforts undertaken in the field of political economy to continue to reduce the barriers standing in the way of imports to foreign countries.

Most of the orders from abroad for women's clothing and coats are received in Zurich during the export weeks. The « Export Week » has tended more and more during recent years to assume the character of a *central sales organisation for the Swiss ready-to-wear clothing industry for women*.

The manufacturers of *knitted garments* for export are also making greater use of this organisation. The number of firms taking part in these « Export Weeks » increases from year to year. During the 22nd Swiss Export Week, which will be taking place from June 1st to 6th this year, 64 manufacturers will be presenting their new autumn and winter collections to their clients from abroad.

22^E SEMAINE D'EXPORTATION

Chers lecteurs,

Nous vous offrons, dans les pages qui suivent, un avant-goût de la 22^e Semaine suisse d'Exportation. Du 1^{er} au 6 juin 1953 donc, une soixantaine de fabricants suisses de vêtements féminins: robes, manteaux, costumes, jupes, blouses, imperméables, ensembles de sport, tricotés et jerseys, etc., présenteront leurs collections pour l'hiver 1953/54 à Zurich.

A part quelques exceptions, les modèles des pages suivantes ne sont pas, bien entendu, ceux des dernières collections. Celles-ci ne sortiront, comme il se doit, qu'au jour J. Mais la sélection, forcément limitée, que nous offrons ici est assez variée et caractéristique pour donner une idée de la diversité des produits que l'on peut acheter à Zurich en une même semaine, comme elle permet de reconnaître, au premier coup d'œil, le souci des fabricants suisses de n'offrir à leurs clients que des articles de premier ordre. La qualité des tissus, le soin apporté à la coupe et à la fabrication sont du reste traditionnellement dignes de l'élégance sûre et sans tapage, mais actuelle néanmoins, du « prêt à porter » suisse.

22ND EXPORT WEEK

Dear Readers,

In the pages that follow we are offering you a foretaste of the 22nd Swiss Export Week. From 1st to 6th June 1953 some sixty Swiss manufacturers of women's clothing — dresses, coats, suits, skirts, blouses, raincoats, sportswear, knitwear and jerseys, etc. — will be presenting their 1953/54 winter collections in Zurich.

With a few exceptions, the models on the following pages are not of course taken from the latest collections. Naturally these will only make their appearance on the day itself. But the selection that we are presenting here, although limited, is varied and characteristic enough to give an idea of the variety of the products that can be seen at Zurich in a single week, just as it makes it possible to recognise, at a glance, the desire of Swiss manufacturers to offer their clients only the very best. The quality of the fabrics, the care taken in the cut and manufacture are moreover traditionally worthy of the reliable good taste and quiet but nevertheless modern elegance of Swiss ready-to-wear clothing.

22. EXPORTWOCHE

Verehrte Leser,

Auf den nachfolgenden Seiten möchten wir Ihnen einen Vorgeschmack der kommenden 22. Schweizer Exportwoche vermitteln. Vom 1. bis 6. Juni 1953 werden etwa sechzig schweizerische Fabrikanten von Damenbekleidungsartikeln — Kleider, Mäntel, Kostüme, Jupes, Blusen, Regenmäntel, Sportensembles, Tricotés und Jerseys usw. — ihre Kollektionen für den Winter 1953/54 in Zürich vorführen.

Von einigen Ausnahmen abgesehen, handelt es sich bei den nachstehend gezeigten Modellen wohlverstanden nicht um diejenigen der letzten Kollektionen, die, wie es sich gebührt, erst auf ihren Stichtag herauskommen werden. Jedoch dürfte die beschränkte Auswahl, welche wir hier bieten, doch hinreichend vielseitig und typisch sein, um einen Begriff davon zu geben, wie viel die Exportwoche wiederum zu bieten verspricht. Es wird dem Betrachter auch nicht entgehen, dass die schweizerischen Fabrikanten bemüht sind, ihren Kunden ausschliesslich Artikel ersten Ranges anzubieten. Die Qualität der Gewebe, die Sorgfalt, welche auf Schnitt und Herstellung verwendet wird, gehören im übrigen zu den traditionellen Attributen der schweizerischen Konfektion, welche sich durch schlichte und geschmackvolle Eleganz auszeichnet.



Maison Gack, Zurich

Manufacture de robes.

Manufacturers of ladies' dresses.

Damenkleiderfabrik.

Organza glycine: *Max Kirchheimer Fils, Zurich.*

Photo Hans Matter



Photo Hans Matter

Maison Gack, Zurich

Manufacture de robes.

Manufacturers of ladies' dresses.

Damenkleiderfabrik.

Matari dégradé: Reiser & Cie, Zurich.



Photo Hans Matter

El-El S. A., Zurich

Robe de cocktail en organdi blanc brodé.

White embroidered organdy cocktail dress.

Cocktail Kleid aus weissem bestickten Organdi.

Organdi brodé / embroidered organdie / bestickter Organdi

Theodor Locher, Saint-Gall



Photo Schmutz & Guniat

« PRIMACO »
Brullmann & Cie, Zurich

E. Weber & Cie, Zurich

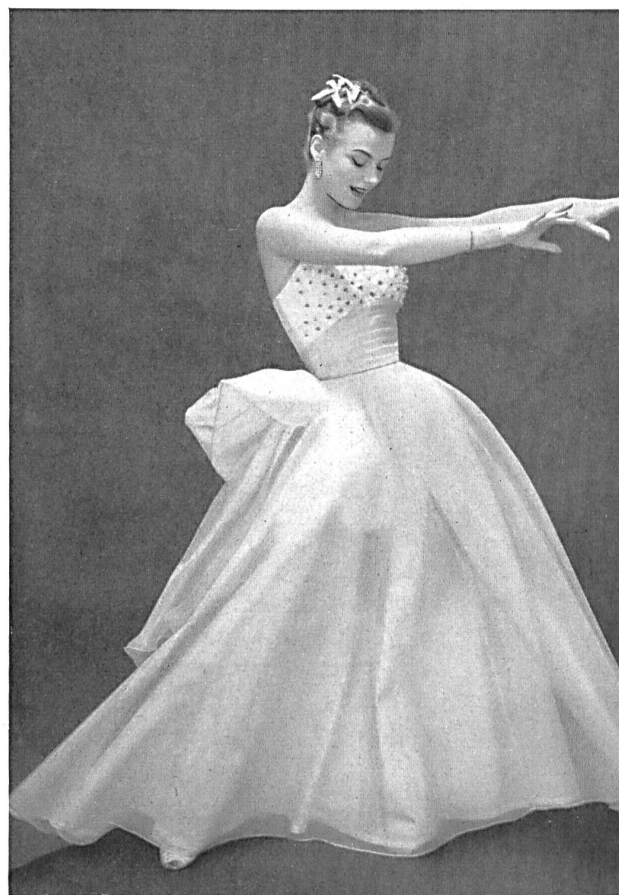


Photo Lutz

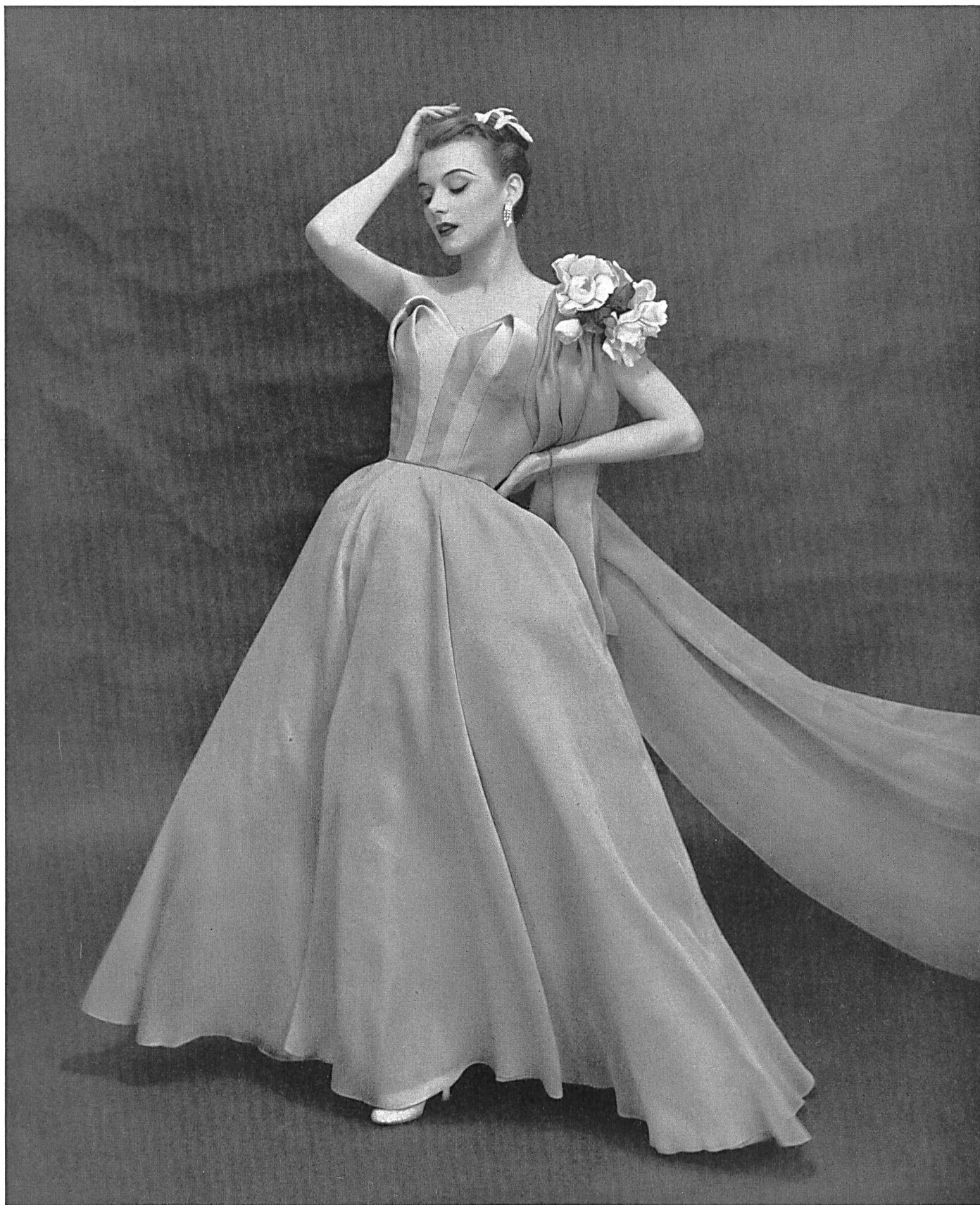


Photo Lutz

E. Weber & Cie, Zurich

Robe du soir en organza satin.

Satin-organza evening dress.

Abendkleid aus Satin-Organza.

Maison Gack, Zurich

Manufacture de robes.
Manufacturers of ladies' dresses.
Damenkleiderfabrik.

Photo Stwolinski





Maison Gack, Zurich

Manufacture de robes.

Manufacturers of ladies' dresses.

Damenkleiderfabrik.

Photo Stwolinski



Photo Lutz

H. & A. Heim S.A., Zurich

Ensemble élégant en ottoman et faille boutonnée.
 Smart ensemble of ottoman and faille boutonné.
 Elegantes Ensemble in Ottoman und Faille boutonné.



Robe sportive d'été une pièce, corsage en tricot de coton, jupe en coton imprimé.

One piece summer sports dress, top in knitted cotton and skirt in printed cotton fabric.

Sommersportkleid einteilig, Oberteil aus gestricktem Baumwollgarn, Jupe aus bedrucktem Baumwollstoff.



Photos Lutz



H. & A. Heim S. A., Zurich

Fraîche robe d'après-midi en organdi brodé noir sur blanc.

Fresh afternoon dress, organdy embroidered black on white.

Duftiges Nachmittagskleid aus besticktem Organdi weiss/schwarz.

Robe de cocktail en tissu genre Gobelin noir à fleurs de couleur.

Cocktail dress, black Gobelin-style fabric with coloured flowers.

Cocktailkleid aus schwarzem Gobelin-ähnlichem Stoff mit farbigen Blumen.



Elégante veste en feutrine de couleurs vives à boutons de cuir.

Smart felt jacket in bright colours with leather buttons.

Gepflegte Filzjacke in leuchtenden Farben mit Lederknöpfen.



Photo Lutz

Weko, Zurich

Fabrique de vêtements pour dames.

Modèle florentin de fine popeline, bleu roy et noir, avec une discrète broderie de perles, extrait d'une collection de plus de trois cents robes et deux cents blouses.

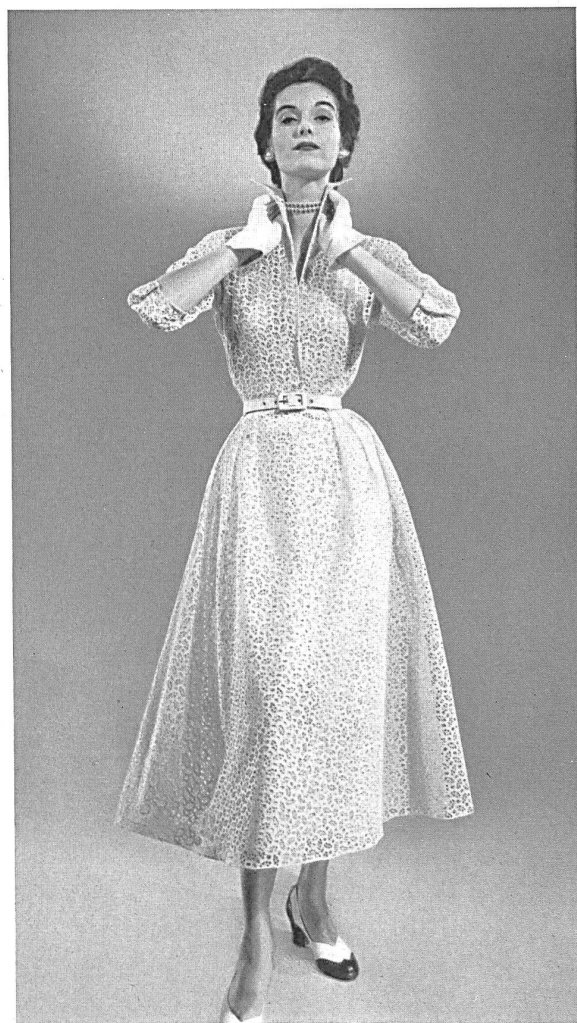
Manufacturers of ladies' apparel.

Fine poplin Florentine model, royal blue and black, with a little touch of pearl embroidery, taken from a collection of more than three hundred dresses and two hundred blouses.

Jakob Weil & Cie, Diessenhofen

Damenkleiderfabrik.

Florentiner Modell aus feinsten Popeline, royal und schwarz, mit diskreter Perlenstickerei, aus den über dreihundert Kleidern und zweihundert Blusen enthaltenen Kollektionen.



« DENEKO »

D. Neuburger & Cie, Saint-Gall



Beblo S. A., Bâle

Manteaux et costumes pour dames, de fabrication soignée et de genre élégant.
Manufacture of smart and fine quality ladies' coats and suits.

Fabrikation eleganter und hochwertiger Damenmäntel und Kostüme.



Photo Tenca

**Société Anonyme Jacob Scherrer,
Romanshorn**

Blouses, jupes et robes en popeline spéciale
infoissable.

Blouses, skirts and dresses made from spe-
cial uncrushable poplin.

Blusen, Jupes und Kleider aus knitterfreier
Spezial-Popeline.

Photos Schmutz & Guniat





« KATEX » Kaltenmark & Cie, Zurich

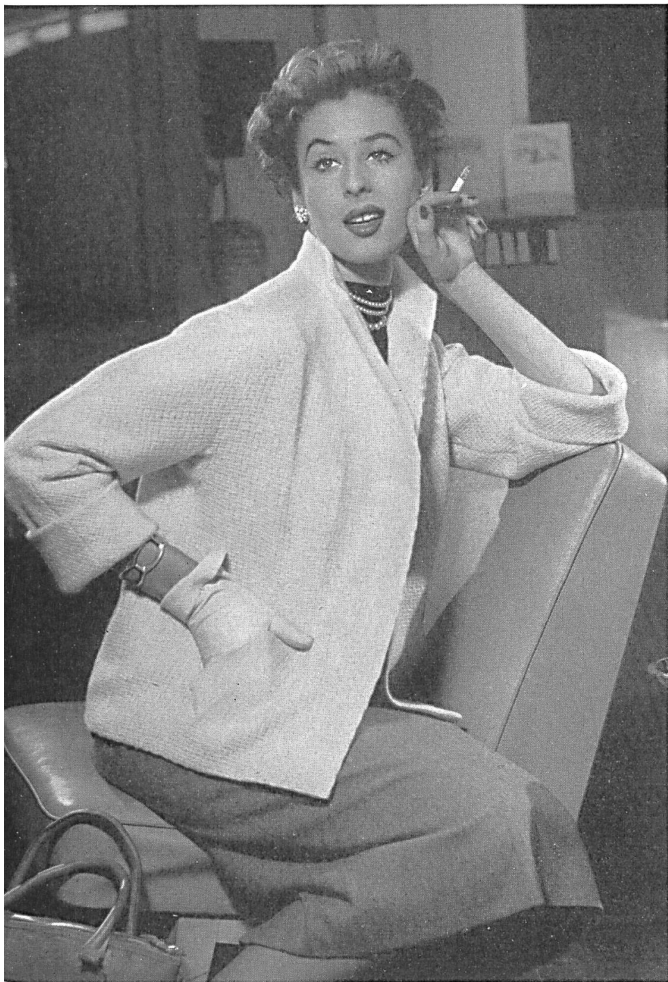
Fabrique de robes.

Manufacturers of ladies' dresses.

Damenkleiderfabrik.

Photos Stwolinski





« ESQUIRE »
Canzani & Cie,
Zurich

Photo Stwolinski



S. Berlowitz & Cie S. A.,
Zurich

Costume sportif chic en tweed de
haute qualité.
Fashionable sport suit in high
grade tweed.
Schickes Sportkostüm
aus erstklassigem Tweed.

Photo Stwolinski



« ESQUIRE »
Canzani & Cie,
Zurich

Photo Stwolinski



Photo Lutz



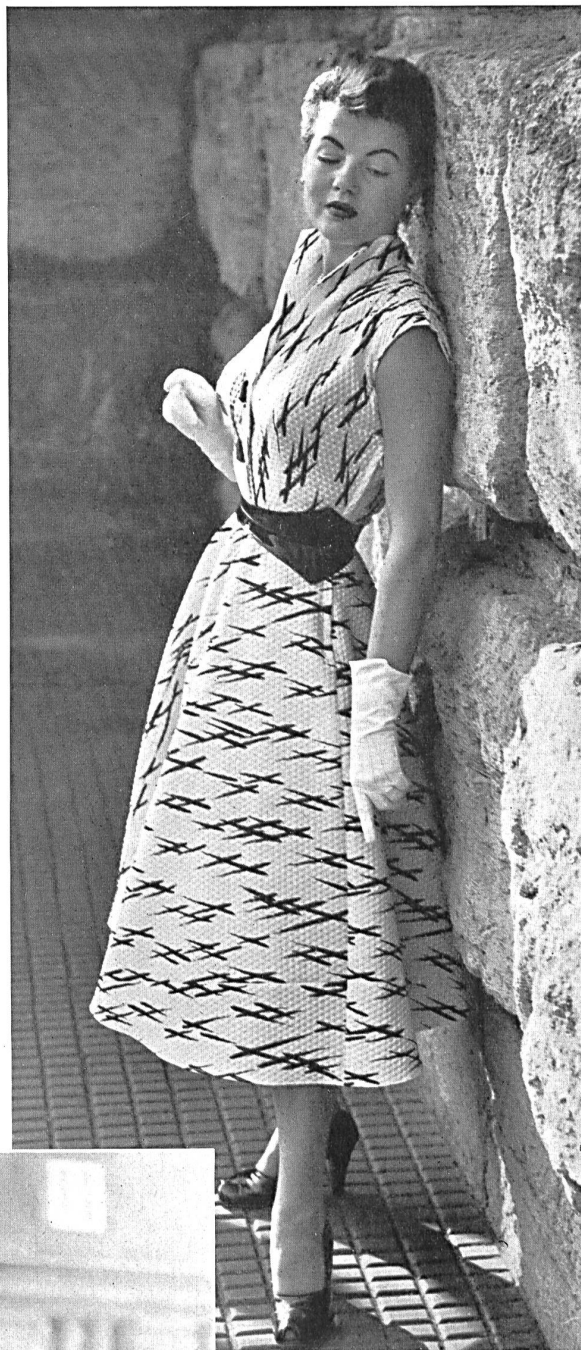
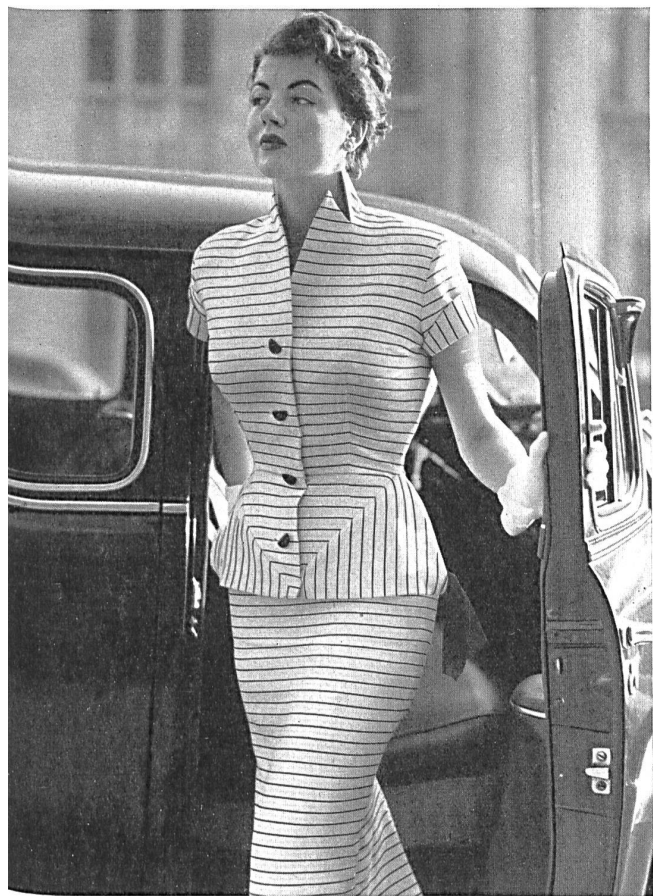
Bischoff Textil S. A., Saint-Gall

Matador

la robe brodée.

the embroidered dress.

das bestickte Kleid.



Jaro S. A., Zurich

Robes et blouses.
Gowns and blouses.
Kleider und Blusen.

Photos Schmutz & Guniat



Jaro S. A., Zurich

Jaro S. A., Zurich



Arthur Schibli S. A., Genève

Photo Hans Matter



Otta S. A., Zurich
Photo Moser



Arthur Schibli S. A., Genève
Photo Hans Matter



Otta S. A., Zurich



Otta S. A., Zurich

Photos Moser



« ESQUIRE »
Canzani & Cie, Zurich

Photo Stwolinski

S. Berlowitz & Cie S. A., Zurich

Manteau sport moderne en alpaca très léger d'un genre nouveau.

Modern sporting coat in lightweight new alpaca fabric.

Moderner Sportmantel aus ganz leichtem neuartigem Alpaca.

Photo Stwolinski





Jaro S. A., Zurich

Fabrication de robes, blouses et jupes.
Manufacturers of ladies' dresses, blouses and skirts.
Fabrikation von Damenkleidern, Blusen und Jupes.

Photo Lutz

Weko, Zurich

**Jakob Weil & Cie,
Diessenhofen**

Fabrique de vêtements pour dames.
Manufacturers of ladies' apparel.
Damenkleiderfabrik.

Blouse jeune pour la ville et le sport, en popeline fantaisie.

Youthful fancy poplin blouse for town and sports-
wear.

Die sportliche Bluse aus Fantasiepopeline für Stadt
und Sport.

Photo Tenca



Société Anonyme Jacob Scherrer, Romanshorn

Photo Schmutz & Guniat

R. Anderes S.A., Saint-Gall

Fabrication — Robes et Costumes —
Nouveautés — Jersey

Manufacturers — Ladies' dresses and
suits — Novelties — Jersey

Fabrikation — Damenkleider und
Kostüme — Neuheiten — Jersey

Photos Lutz



Trois costumes en Wevenit
Three Wevenit-suits
Drei Wevenit Kostüme





**« VOLLUS »
Vollmöeller, Uster**

Fabrique de bonneterie.

Knitting Works.

Wirkwarenfabrik.

Très élégant contraste, dans cette robe, entre la jupe en plissé accordéon et le corsage tout simple à boutons de métal.

This dress shows a smart contrast between the accordeon pleated skirt and the simple bodice with metal buttons.

Sehr elegant wirkt dieses Kleid durch den Kontrast zwischen dem Jupe in Accordeon-Plissés und dem schlichten Oberteil mit Metallknopfgarnitur.

Photo Schmutz & Guniat



**« EGEKA » Krähenbühl & Cie,
Clarens-Montreux**

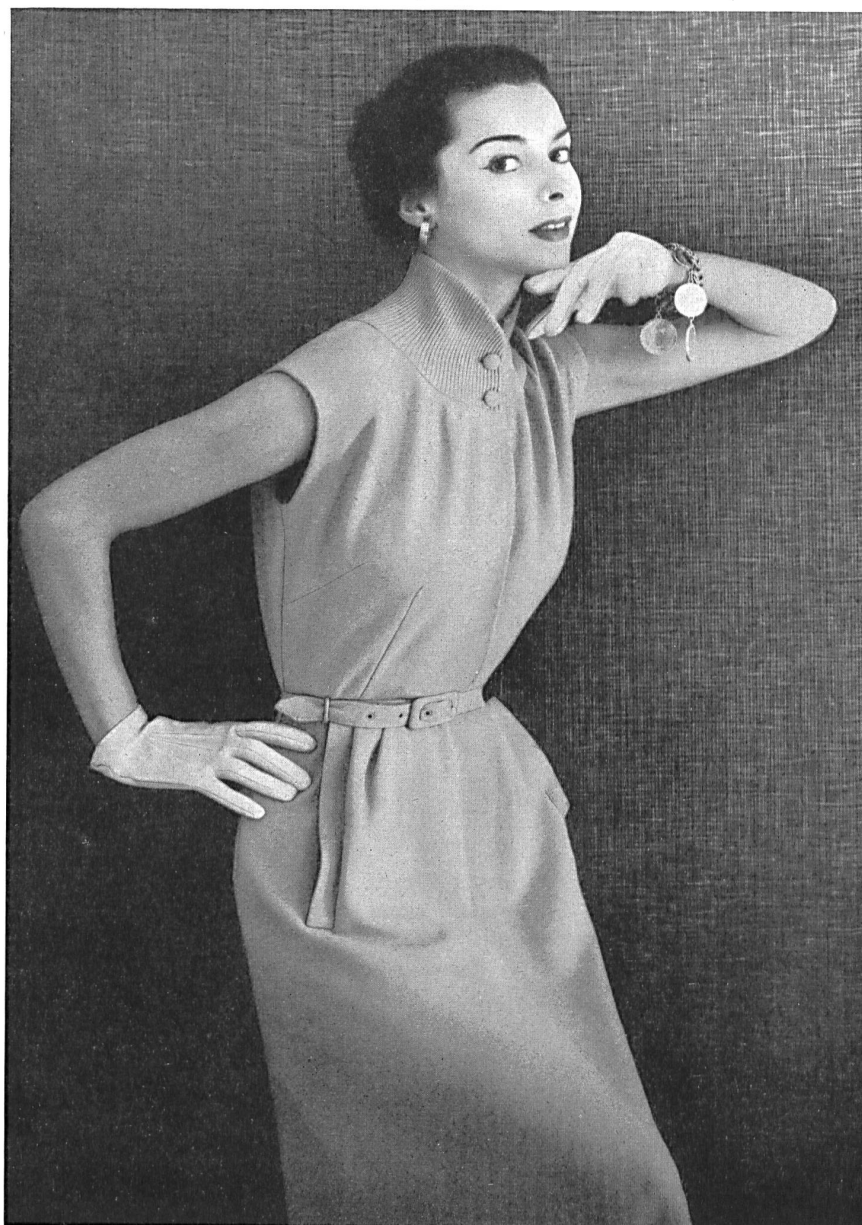
Costumes, robes, pullovers.

Suits, dresses, pullovers.

Kostüme, Kleider, Pullovers.

Photos Lutz

Oumansky & Cie, Genève
« Tri-co-Tiss »
BELFA



Oumansky & Cie, Genève
« Tri-co-Tiss »
SNAKY

Modèles déposés. Photos Lutz

JEAN DESSES
en exclusivité pour
Oumansky & Cie, Genève
« Tri-co-Tiss » changeant
Modèle déposé. Photo Lutz





Victor Tanner S. A., Saint-Gall

Jaquette tricotée en forme.

Fully fashioned cardigan.

Regulär gestrickte Jacke.

Photo Lutz



Victor Tanner S.A., Saint-Gall

Costume en tricot genre tweed.
Knitted suit in tweed style knit.
Kostüm in tweedartigem Trikot.

Photo Siegfried



«HERISA»
Aebi et Cie S. A., Hérissau
Tricots et jerseys
Knitwear and jersey

Photo Lutz



« HELVETRICOT »
Devaud, Kunstlé & Cie S. A.,
Genève

Tricots et jerseys
 Jersey and Knitwear





**« HISCO », His & Cie S. A.,
Murgenthal**

Photo Lutz



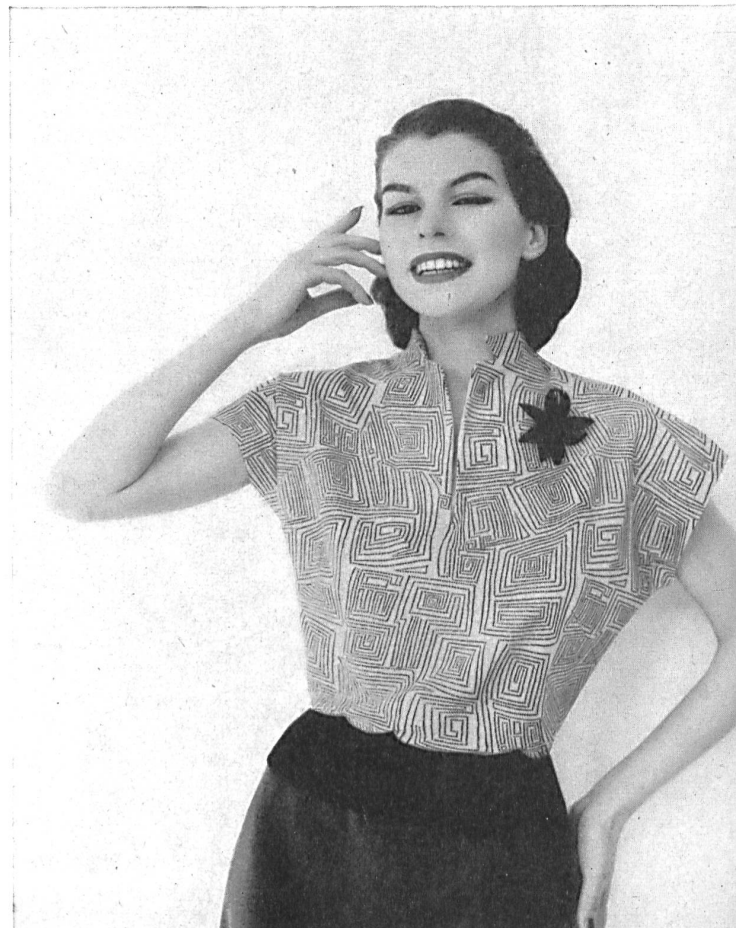
« YALA », Jakob Laib & Cie, Amriswil
Fabrique de bonneterie.
Knitwear manufacturers.
Tricotfabrik.

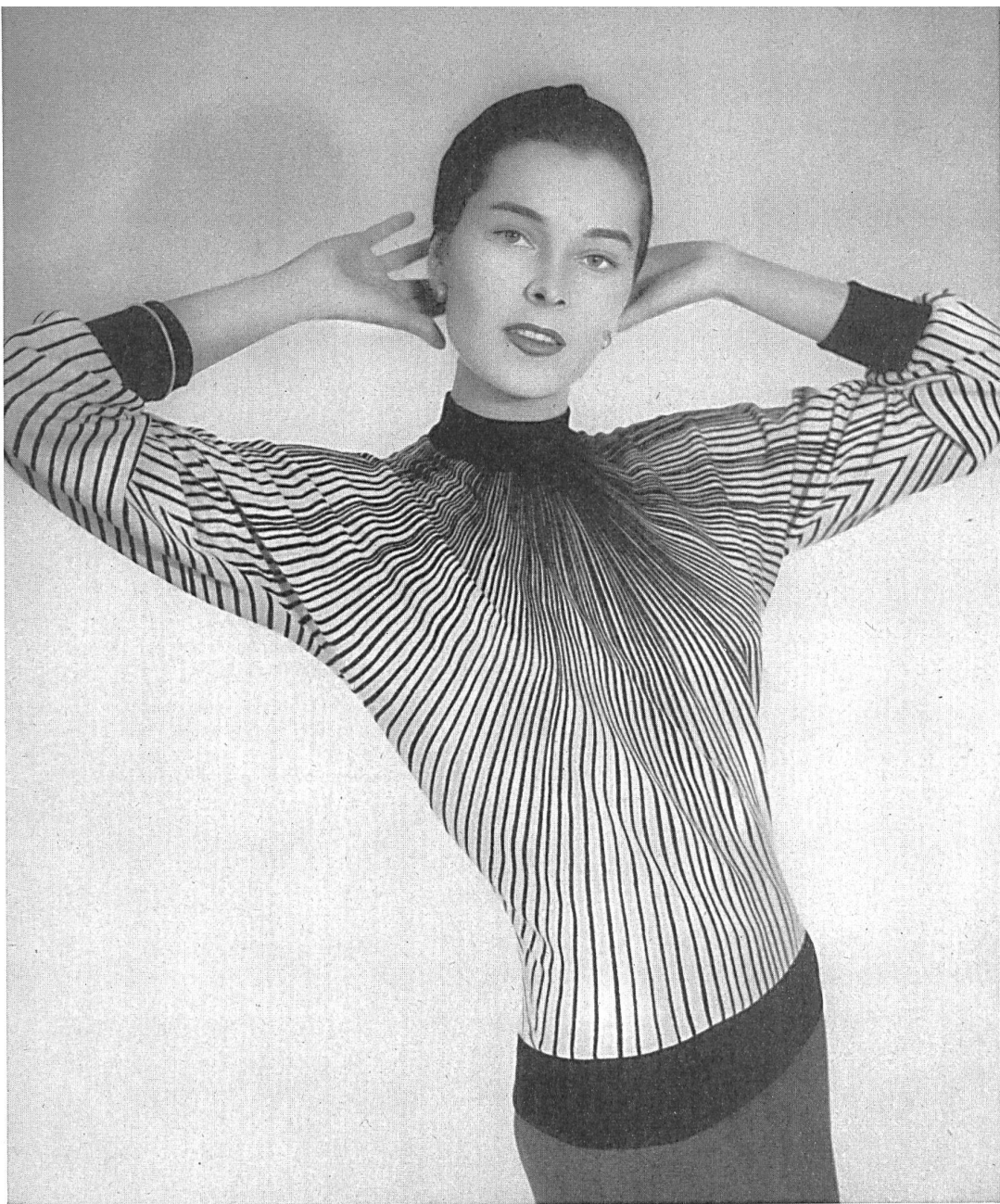
Elégante robe printanière en jersey de laine rayé en travers. Pullover
jeune en jersey de laine imprimé.

Smart spring dress in wool jersey with transversal stripes. Youthful
pullover in printed wool jersey.

Elegantes Frühjahrskleid aus quergestreiftem Woll-Jersey. Jugend-
licher Pullover aus bedrucktem Wolljersey.

Photos Lutz





« WIELER », Pius Wieler Fils, Kreuzlingen

Collection hiver 1953/54.

Pullover, pure laine, impression à la main.

Pullover de sport à col roulé noir-violet-blanc.

Winter range 1953/54.

Hand printed pure wool pullover. Sports pullover in black, violet and white with turtleneck collar.

Kollektion Winter 1953/54.

Pullover, Handdruck, reine Wolle. Sportpullover mit Rollkragen in schwarz/violett/weiss.





La Maille, Lausanne

Fabrique de tricots.
Knitwear manufacturers.
Strickwarenfabrik.

Vêtements soignés pour dames et enfants.
Beautyfully made women's and children's
wear.

Gediegene Damen- und Kinderbekleidung.

**« HISCO », His & Cie S. A.,
Murgenthal**

Photo Lutz





« ALPINIT », Ruepp & Cie S. A., Sarmenstorf
Tricots et jerseys

Photo Eva Hoenig

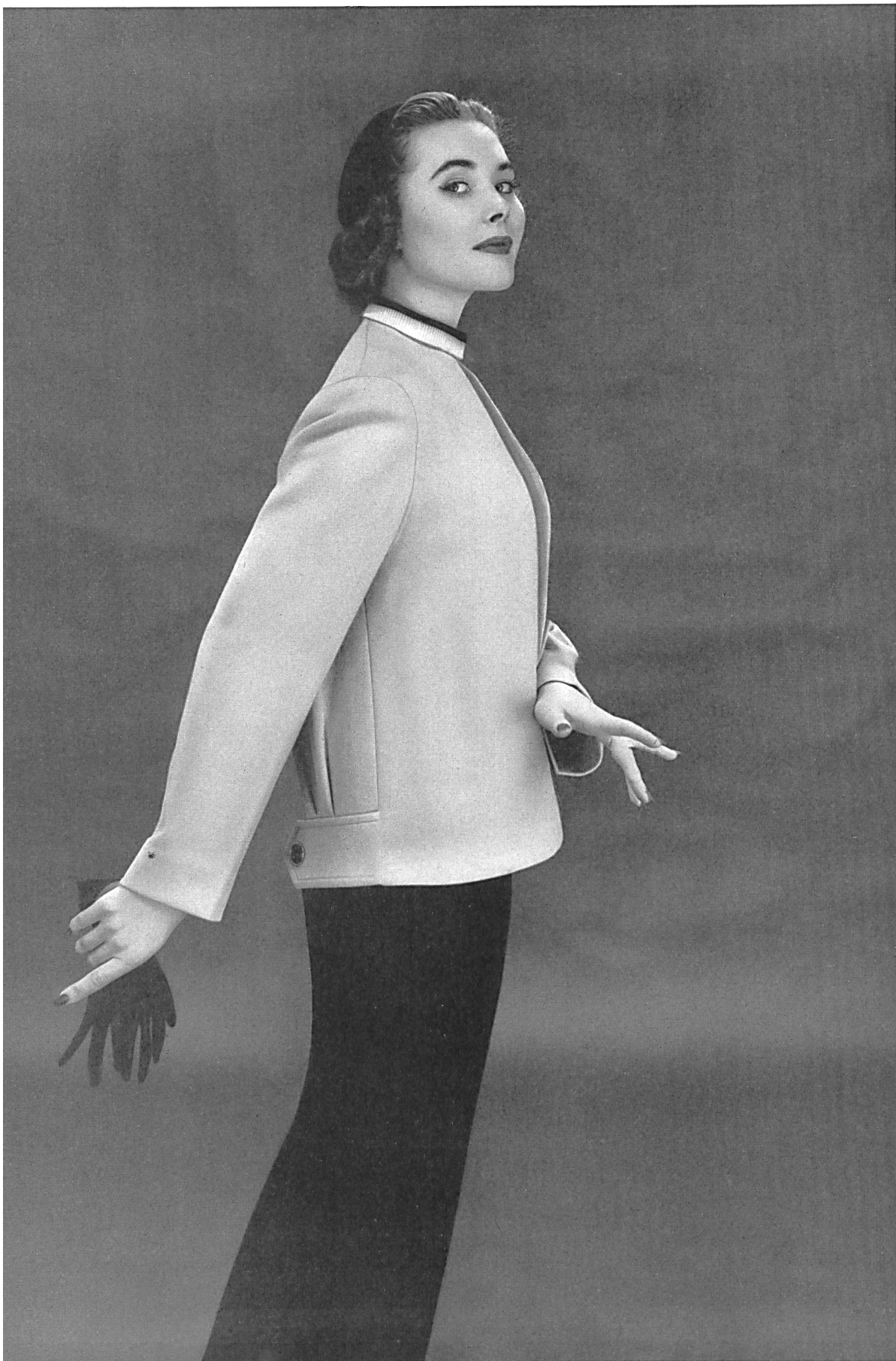


Photo Lutz

« SWISSNIT »

Swiss Knitting Co., Knechtli & Cie S. A., Zollikofen-Berne



Photos Hoer



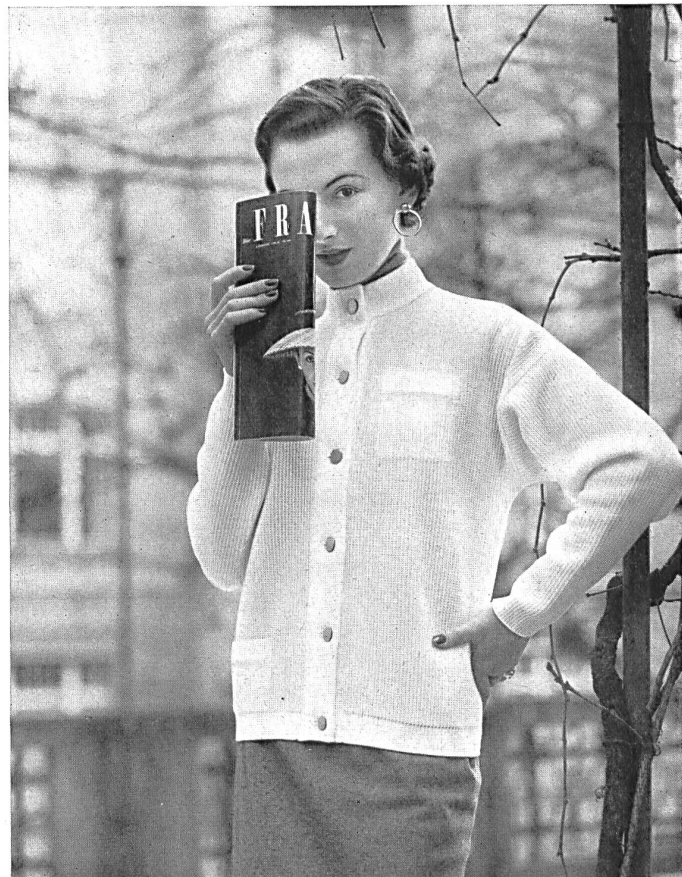
«PRIORA», Joh. Laib & Cie S. A., Amriswil

Fabrique de bonneterie — Knitwear manufacturers — Strick- und Wirkwarenfabrik



Photo Lutz

« CAMP », Humbert Entress S. A., Aadorf
Fabrique de tricots — Knitwear Manufacturers — Strickwarenfabrik



« TRICOTAN », Paul Annen Fils, René Waegeli succ., Genève

Nouveautés ville et sport en pullovers, jaquettes, cardigans, gilets etc.

Fashion pullovers, jackets, cardigans, waistcoats etc., for town and sports wear.

Neuheiten für Stadt und Sport in Pullovers, Jacken, Cardigans, Westen usw.



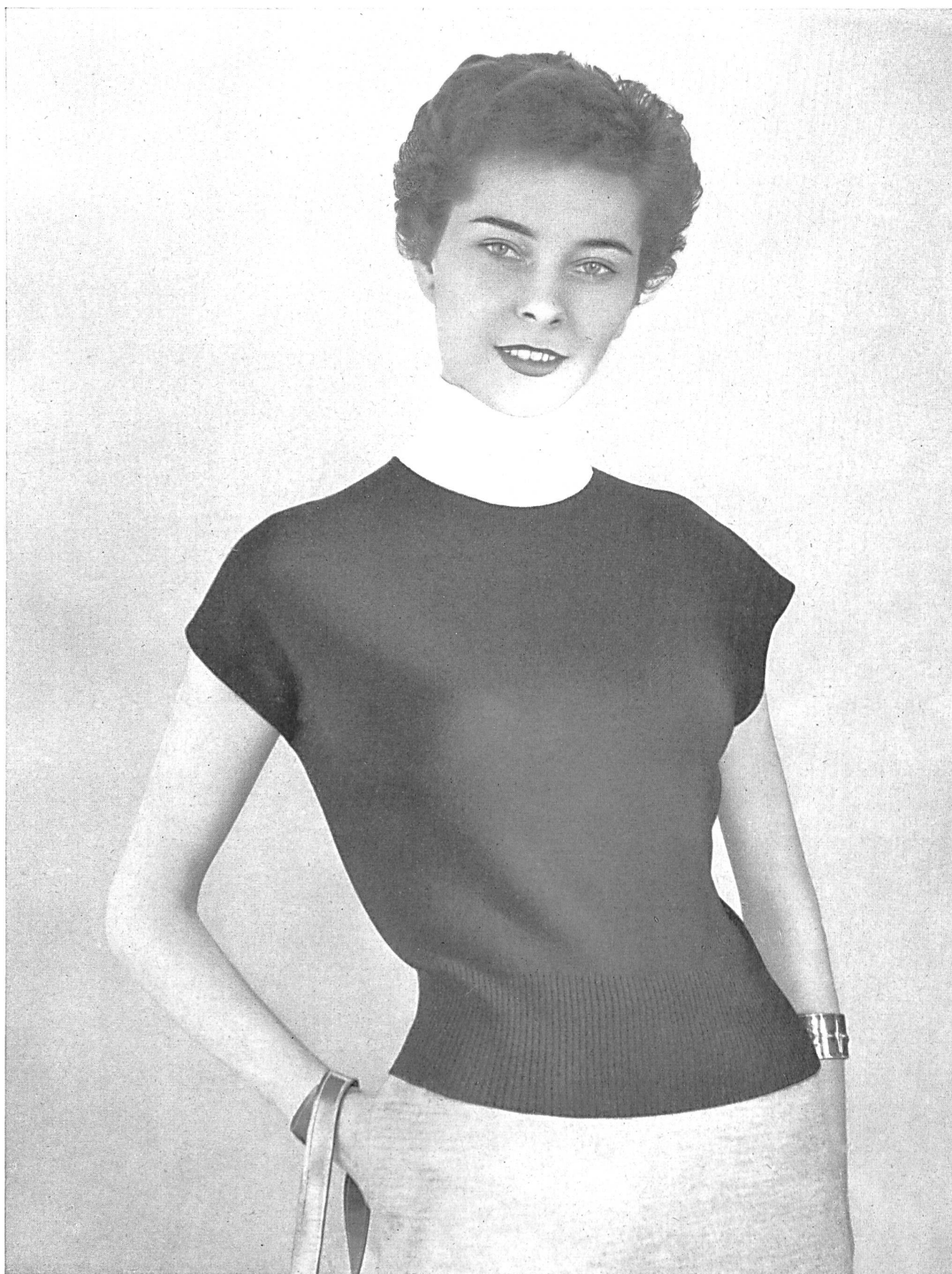
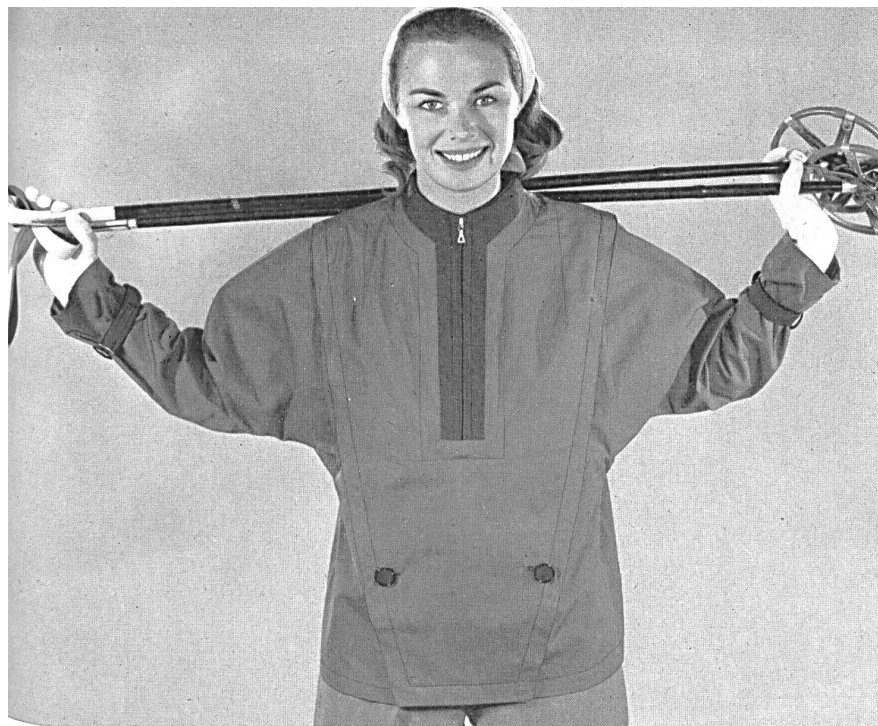


Photo Hoenig

« ZIMMERLI »
Tricotages Zimmerli & Cie S. A., Aarbourg

Strickereien — Knitting Works

Un modèle de notre collection printemps/été très appréciée.
A model from our successful spring/summer range.
Ein Modell unserer erfolgreichen Frühjahrs/Sommer-Kollektion.



Felwa S. A., Hérissau

Fabrique de vêtements en cuir
et de sport.

Manufacturers of leather and
sports wear.

Fabrikation von Leder- und
Sportbekleidung.

Photos Tenca



«EMAND»

Emil Anderegg S. A., Weinfelden

Photo Lutz



« CROYDON », Respolco S. A., Zurich

Manteau de pluie en popeline double retors imperméabilisée, manches nouvelles, petit col rond.
Raincoat in two-fold waterproof poplin, novel sleeves, small round collar.

Photo Lutz



« EMAND », Emil Anderegg S. A., Weinfelden

Spécialiste en imperméables en popeline et gabardine de coton, en gabardine de laine et en nylon, pour dames et messieurs. Pardessus mi-saison pour messieurs, vestons de sport, blouses de ski, etc.

Specialise in men's and women's raincoats of poplin, cotton gaberdine, wool gaberdine and nylon. Between season coats for men; sports jackets and ski jackets etc.

Spezialisiert für Damen- und Herren-Regenmäntel aus Baumwollpopeline u.-Gabardine, Wollgabardine, Nylon usw. Herren-Übergangsmäntel, Sportvestons, Skiblusen usw.

Photo Lutz



Respolco S. A., Zurich.

Manteau de pluie en popeline double retors imperméabilisée, coupe sport, emmanchures basses, grandes poches appliquées.
Sporty raincoat in two-fold waterproof poplin, waist-deep sleeves, large patch pockets.

Photo Tenca



Felwa S. A., Hérissau.

Fabrication de manteaux imperméables.
Rainwear manufacturers.
Fabrikation von Regenmänteln.

Photo Lutz

Respolco S. A., Zurich.

Manteau de pluie en popeline double retors imperméabilisée, manches chauve-souris, martingale au dos.

Raincoat in waterproof two-fold poplin, bat sleeves, back belt.

Photo Tenca

