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The 25th Swiss Export Week



In November 1954, members of the *Exporters Association of the Swiss Clothing Industry* presented their collections of ready-to-wear clothing at the twenty-fifth «Swiss Export Week» (See *Textiles Suisses* No. 3/1954, p. 74). To celebrate this important milestone, the organizers of the Export Week had arranged a gala dinner to which were invited, in addition to the representatives of the authorities and numerous economic organizations, the foreign buyers of high quality ready-to-wear clothing present in Zurich. This very successful dinner at the Grand Hotel Dolder in Zurich was attended by some four hundred guests and followed by a very gay ball. As may be imagined, this memorable gathering of clothing specialists could not but be a very dressy occasion, the evening dress of the men being a perfect foil for the sumptuous gowns of the women, in a very distinctive setting (which even included a television operator!).

The twenty-fifth Export Week attracted to Zurich many buyers from Holland and Germany, as well as from Belgium, the Scandinavian countries, France and even Canada and other countries overseas. We are glad to be able to reproduce here some of the models chosen from among the thousands of dresses, coats, suits, jerseys and knitwear that were shown during this Export Week which is considered among the more important European markets for ready-to-wear clothing.

Photos Tenca

