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At the 41st Swiss Industries Fair, Basle

April 27th to May 7th, 1957

Creation

The joint exhibition of textiles and footwear in the « Creation » pavilion at the Basle Fair is always eagerly looked forward to by both laymen and professionals. Each year for a period of ten days this salon displays a striking

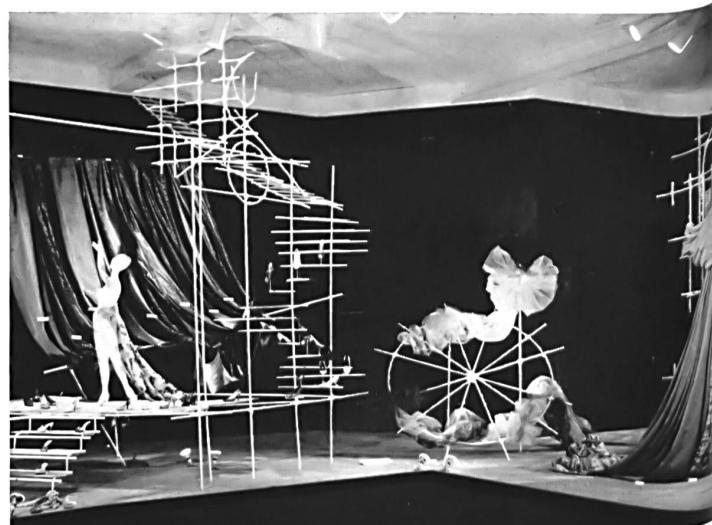
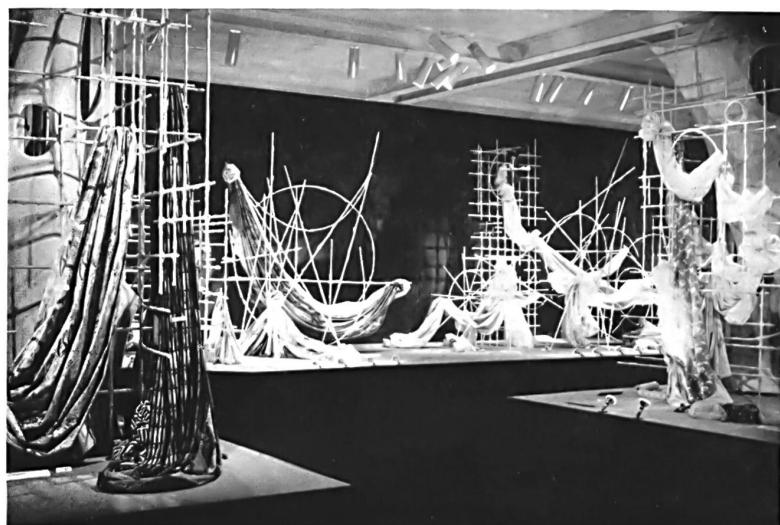
selection of high quality fabrics and is Switzerland's top fashion event.

In a setting of great imagination and ingenuity created each year by one of Switzerland's leading decorators, the finest creations of Swiss weavers and finishers make a, vivid impression on visitors.

Among the profusion of products displayed this year let us mention — without attempting to give each the attention it deserves — the finest creations of the silk industry, particularly the plain and jacquard weaves, the brocaded and lame fabrics, tie-silks, organzas, etc. Cotton fabrics, a speciality for which the producers of Eastern Switzerland are renowned, were also well represented in the form of clothing and furnishing materials. The fine cottons were grouped with the embroideries, which need no further praise. The great variety of worsted and woollen fabrics exhibited fully justified the progress made by the wool textile industry during the last few decades. As we mentioned above, the exhibition was completed by a rich collection of footwear for men and women, in various styles, for day and evening wear.



Photo E. Zimmermann
Emmenbrücke-Lucerne



The clothing industry

In spite of the high wages it pays, in spite of the customs barriers raised against its products by numerous foreign countries, the Swiss clothing industry records continually increasing exports. This satisfactory state of affairs is due to the fact that Swiss products in this branch are always elegant and in keeping with the latest fashion trends without however being exaggerated, and are always designed to suit the individual taste of the consumer; furthermore the materials used are always beautiful and of the best quality, the cut is perfect and the sewing and finishing show impeccable workmanship.

Each year the Exporters Association of the Swiss Clothing Industry exhibits in a salon called « Madame —

Monsieur » a varied selection of clothing and underwear, giving a good idea of Swiss production. This spring, as last year, visitors to the Fair were able to admire day and evening dresses, men's clothing, lingerie, men's, women's and children's underwear, blouses, pullovers, women's hats and footwear, in the setting of a stylised street with arcades, shop-windows and stairs leading up to an imaginary ballroom — the work of the decorators Hans Looser and Theo Wagner. It was an interesting exhibition of the products of an industry which, in spite of the handicaps mentioned above, has succeeded in tripling its exports during the last few years.



Photos
E. Zimmermann
Emmenbrücke-Lucerne
Agefoba, Bâle

