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An I.W.S. Fashion Parade: Amateurs try their hand at fashion designing



At the end of last winter the International Wool Secretariat organised an international competition of fashion designs for models to be made entirely of woollen fabrics. The competition was open only to those not lucratively employed in the fashion industry and was divided into four groups, under the headings: coats, suits, cocktail dresses and informal dresses; over 60,000 entries were received from 10 countries. In each country the three best designs in each group were awarded prizes and then sent to Paris to be considered for the international prizes. The winning designs were then made up, the first four by four of the top couturiers, the late Christian Dior, Jeanne Lanvin-Castillo, Jean Dessès and Pierre Cardin.

The Zurich office of the International Wool Secretariat invited the general public and the press to the showing of the 54 best models in Zurich on November 7th last.

Even though all the prize-winning models were not equally outstanding, they nevertheless all possessed interesting features and some of them could definitely be considered in the « haute couture » class, as for example the model sketched above. This model was designed by a schoolgirl of 17, Mademoiselle Marcelle Duchateau, daughter of a miner at Raisnes in France, and made up by Pierre Cardin.

We take pleasure in pointing out the excellent publicity achieved on behalf of wool and the wool textile industry by this I.W.S. competition and the fashion parade organised by the Zurich office of this institution.

Allemagne, 1^{er} prix national.
M. Horst Walden,
étudiant arts et métiers, Pforzheim.
Exécution: Heinz Oestergaard,
Berlin.

Angleterre, 1^{er} prix national.
Mrs. Pamela Smith, Bickley.

France, 1^{er} prix international.
Mlle Marcelle Duchâteau,
écolière, Raisnes.
Exécution: Pierre Cardin, Paris.

Belgique,
3^e prix national.
Mlle Claire Poncin,
étudiante, Bruxelles.
Exécution:
Cohen, Bruxelles.



Danemark,
2^e prix national.
Mlle Kirsten Telmer,
journaliste, Copenhague.
Exécution:
Ejnar Engelbert,
Copenhague.



Photos I. W. S.