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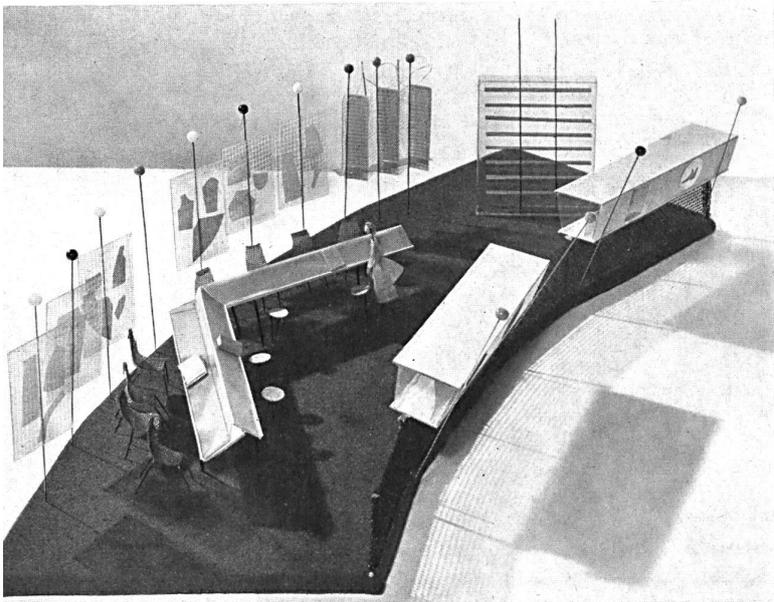
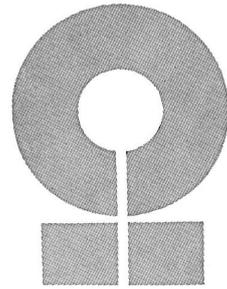
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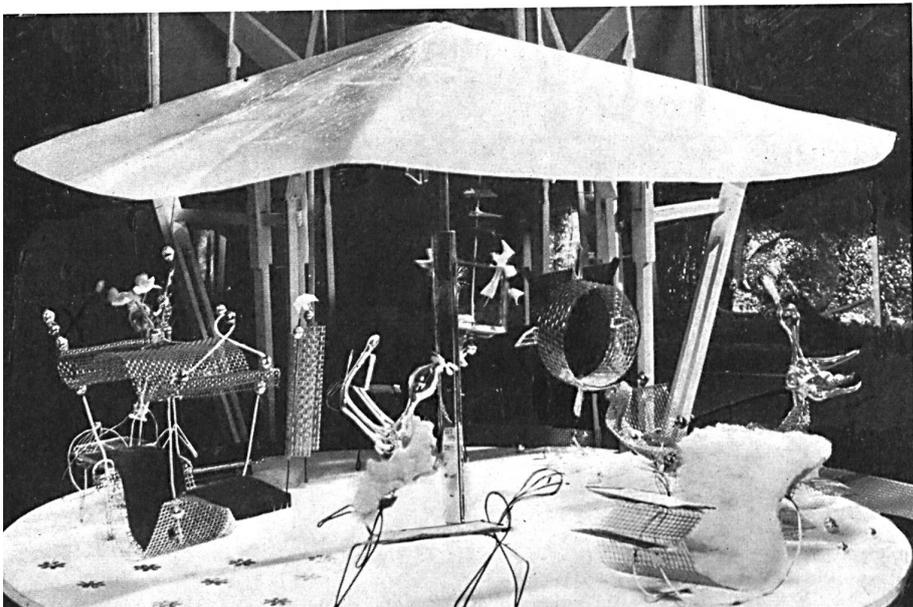


The « pattern counter »
(model).

Saffa 1958, the 2nd Exhibition devoted to the life and activities of Swiss women, will take place in Zurich, on the shores of the lake, from July 17th to September 15th this year. The exhibition will naturally include a textile and clothing pavilion amusingly yet aptly called the « Fashion Merry-Go-Round ». In the centre of this pavilion

there will in fact be a slowly revolving merry-go-round with figures or models of a transparent mermaid, a sledge, a rococo carriage, a boat, horses, etc. on which all sorts of fashion accessories will be displayed. Around this centrepiece will be arranged the products of the ready-to-wear clothing industry. The rest of the pavilion will be divided into six thematic groups: visitors will therefore be able to go from the « street » of lingerie to that of watchmaking — watches being considered as jewels forming part of woman's adornment — and from the displays of fabrics to the gallery housing footwear. An original pattern counter will enable women in search of patterns for dresses, blouses or pullovers to look leisurely through huge piles of all the fashion magazines imaginable. Let us just mention too that this section has a few surprises in store for visitors, which must not of course be revealed.

It will be interesting to see a fashion display organised entirely by women without any of the traditional help from men. « Everything for women, everything by women » might well be the motto of this exhibition, which will certainly arouse the curiosity of all those who have anything to do in one way or another with textiles and clothing, and who will be in Zurich this summer.



« The Fashion Merry-Go-Round »
(model).