

# Switzerland at Brussels

Autor(en): **C.B.**

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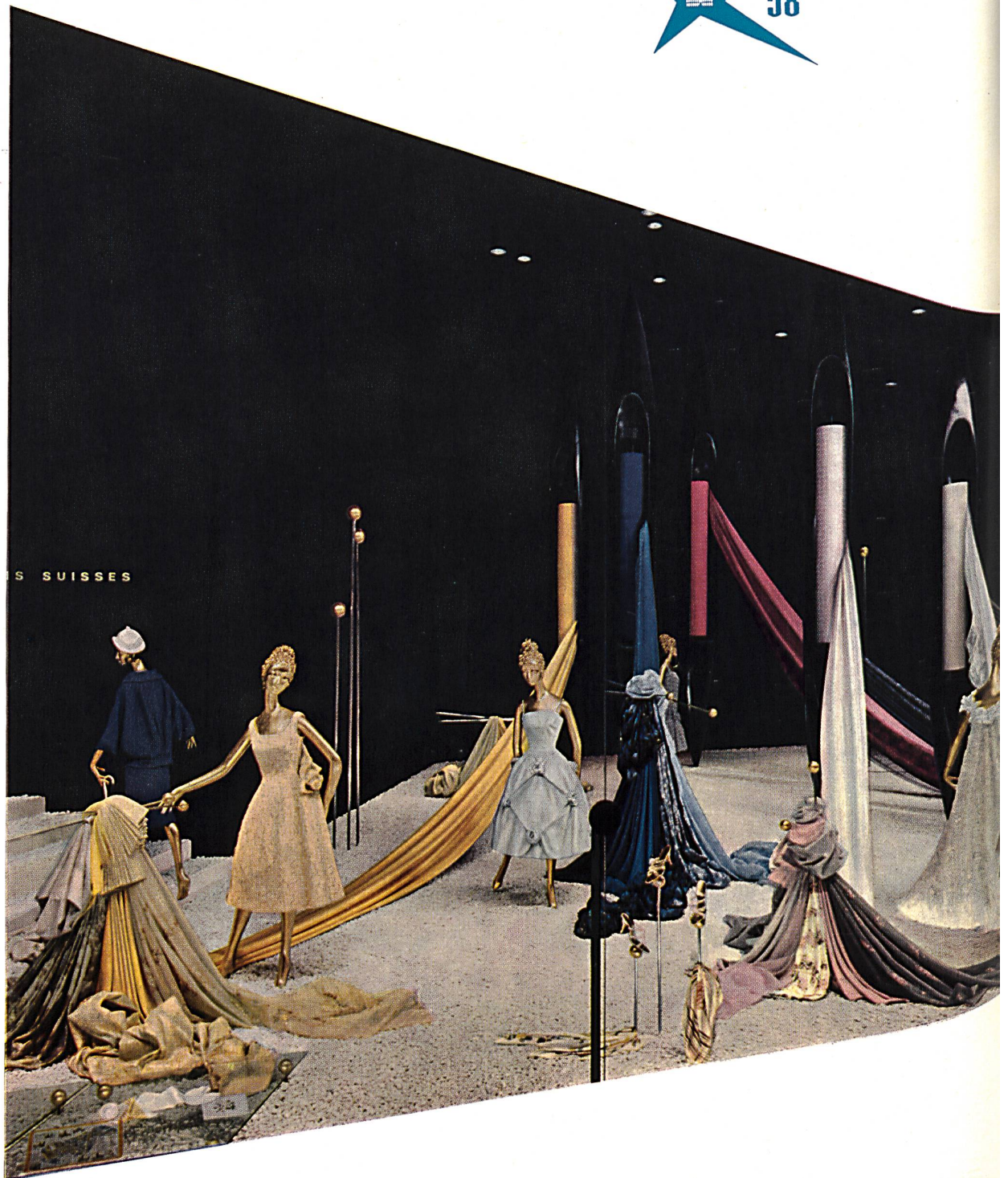
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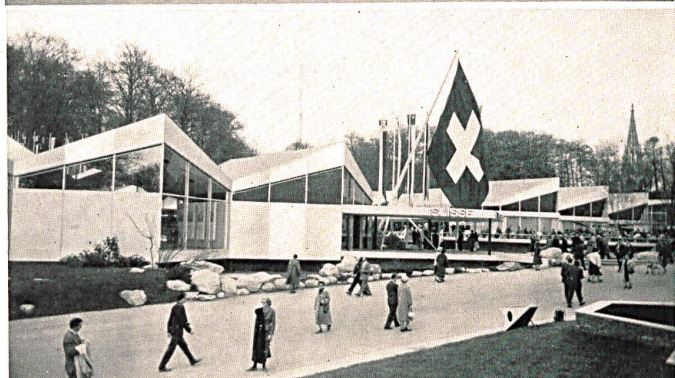
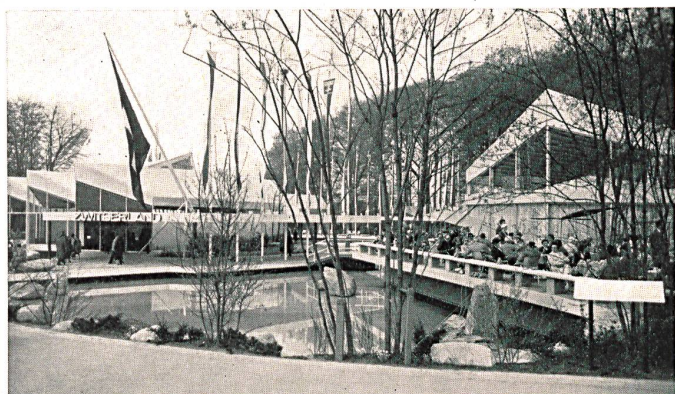
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# SWITZERLAND AT BRUSSELS

*The Textile Group*







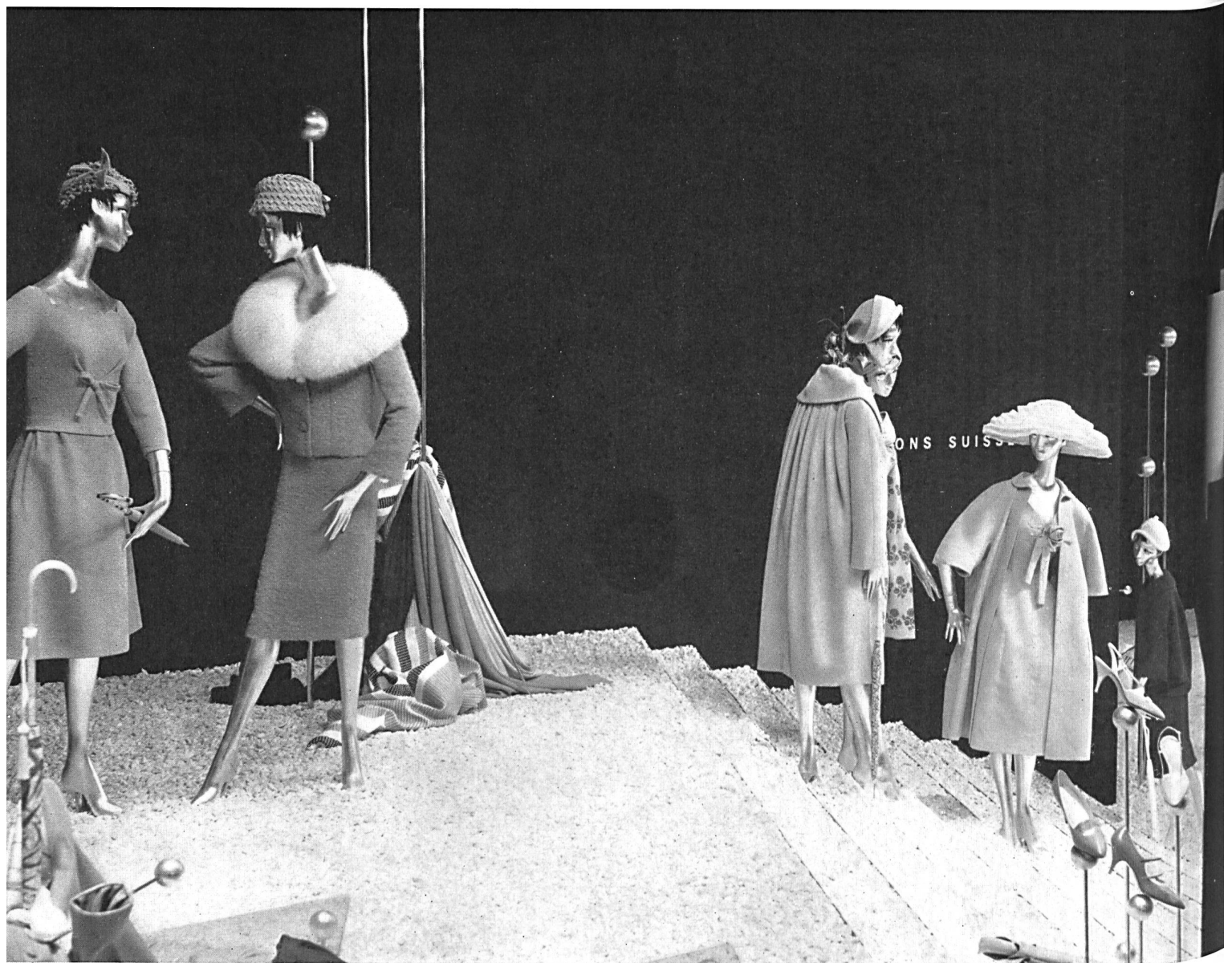




*The lay-out and arrangement of this group have already been sufficiently described in No. 1 of this periodical and in the catalogue of the Swiss Pavilion for it to be unnecessary to refer to them again here. Let us simply repeat that its textile section is a great success and that the countless visitors to it never seem to tire of photographing and even sketching it.*

*Even though not all branches of the Swiss textile industry are represented, this section nevertheless gives a good idea of the wealth and variety of this industry, which exports the bulk of its output.*

*The gigantic shuttles, in the main part of this section, out of which flow fabrics each more beautiful and iridescent than the next, symbolise the work of Swiss spinners, twisters and weavers. The materials themselves were specially chosen and are naturally*

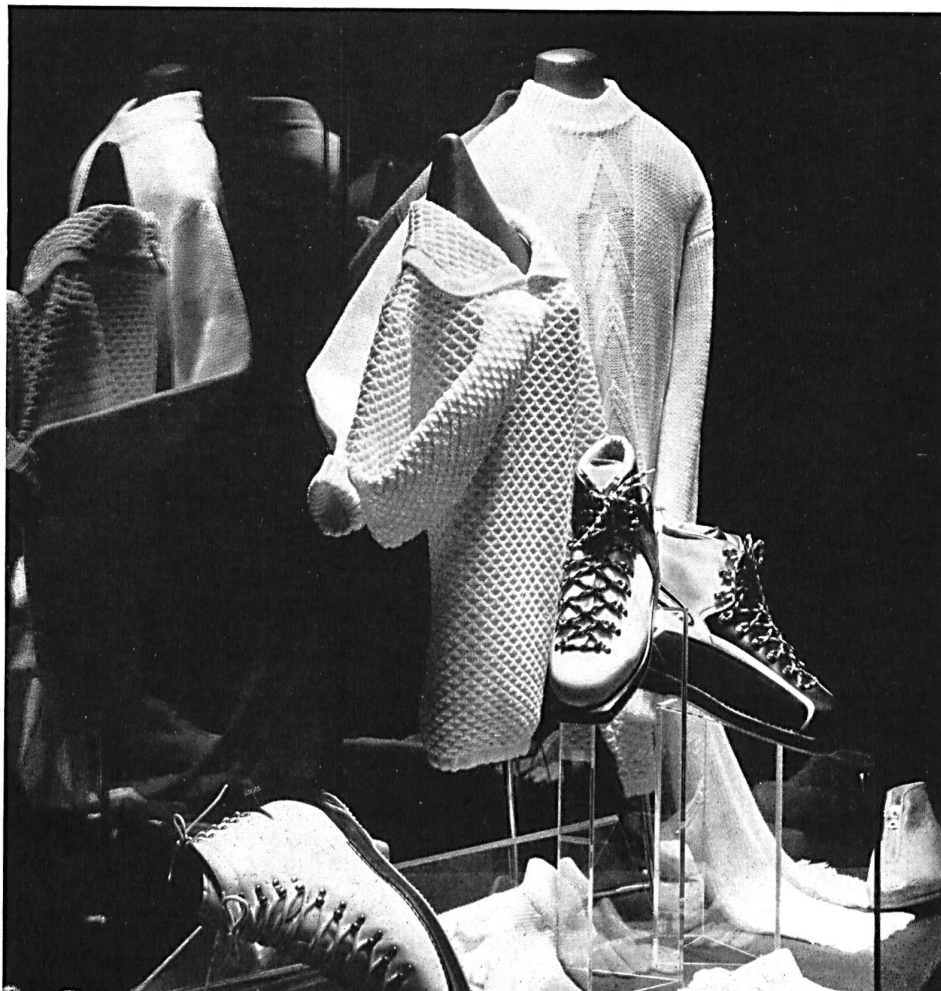
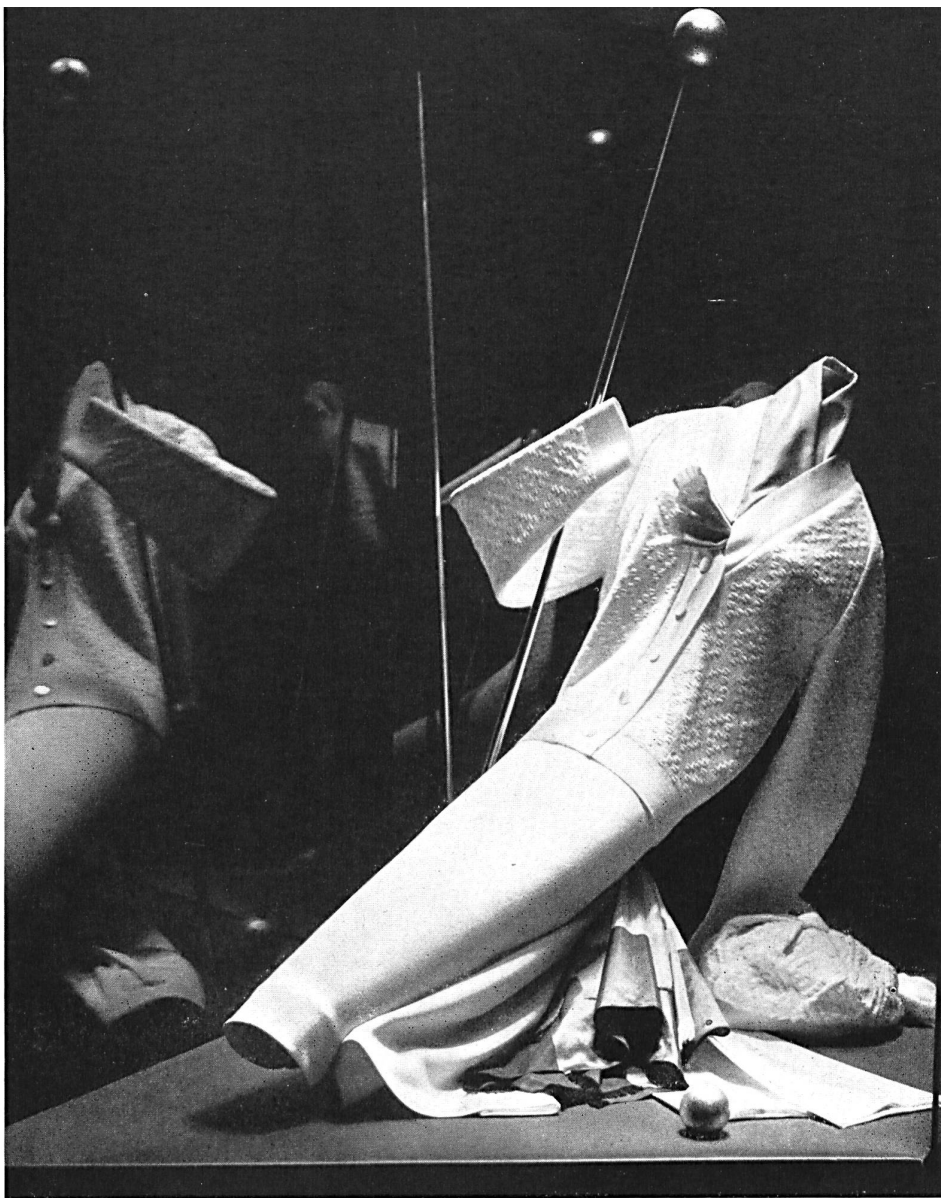






meeting with unanimous and loud approval. These silks, fine cottons and embroideries owe a large part of their success to the great use Parisian couturiers make of them. These lovely creations, which are of a very high standard of quality and chic, are sought after not only in Paris but in all the other big world fashion centres. Swiss industrialists, spinners, twisters, weavers, embroiderers, dyers and finishers concentrate all their efforts on constantly improving their production in order to meet the demands imposed on them by the continually changing trends of fashion. The improved means of production at their disposal enable them to work not only with silk and cotton but all the artificial and synthetic materials that have been produced during the last few years. Furthermore, the new finishing processes make it possible to satisfy the most varied and exacting demands.

It is the fruit of all this research and all these efforts that the visitor sees displayed at Brussels. The exhibits include the complete range of silks and fabrics in artificial

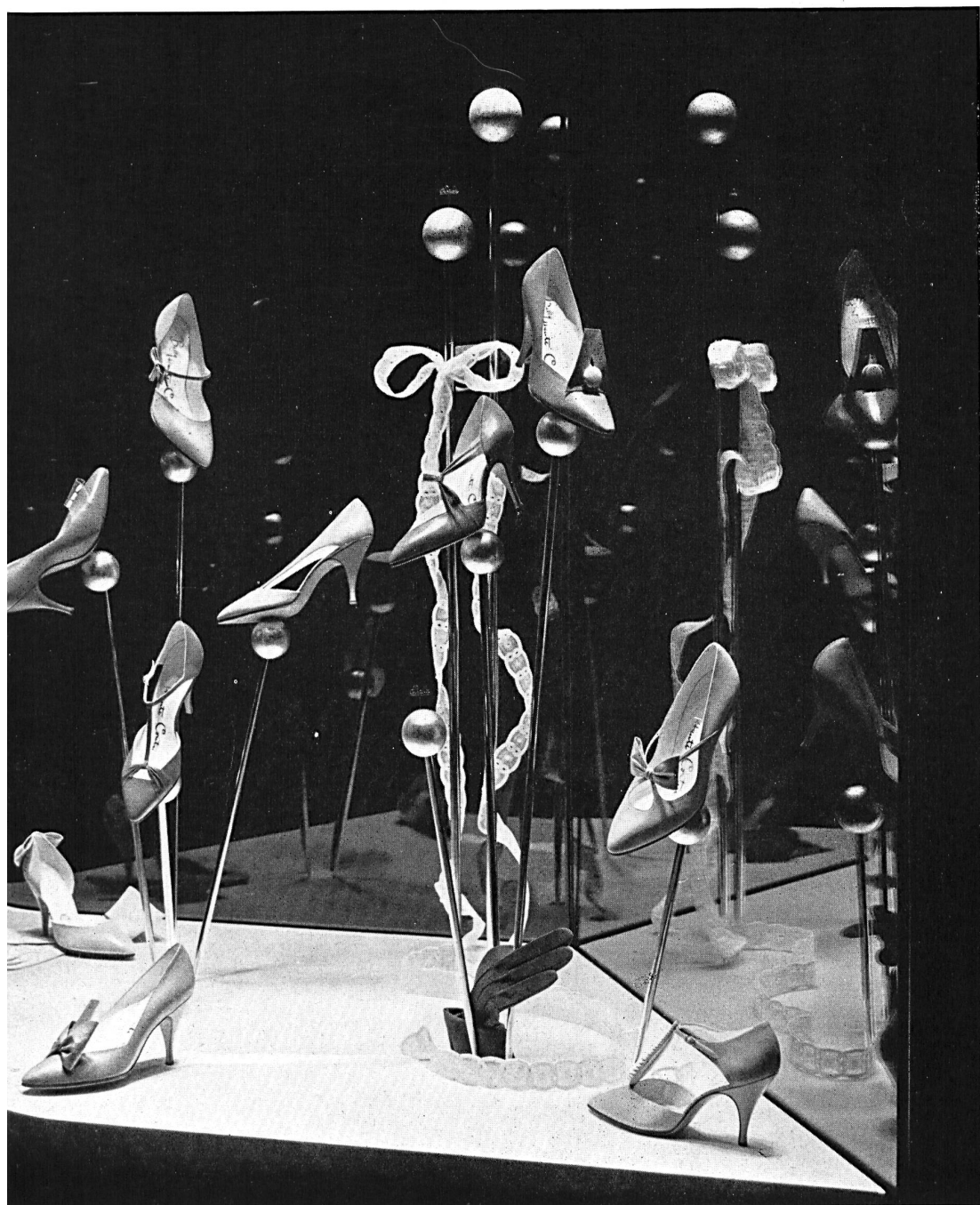


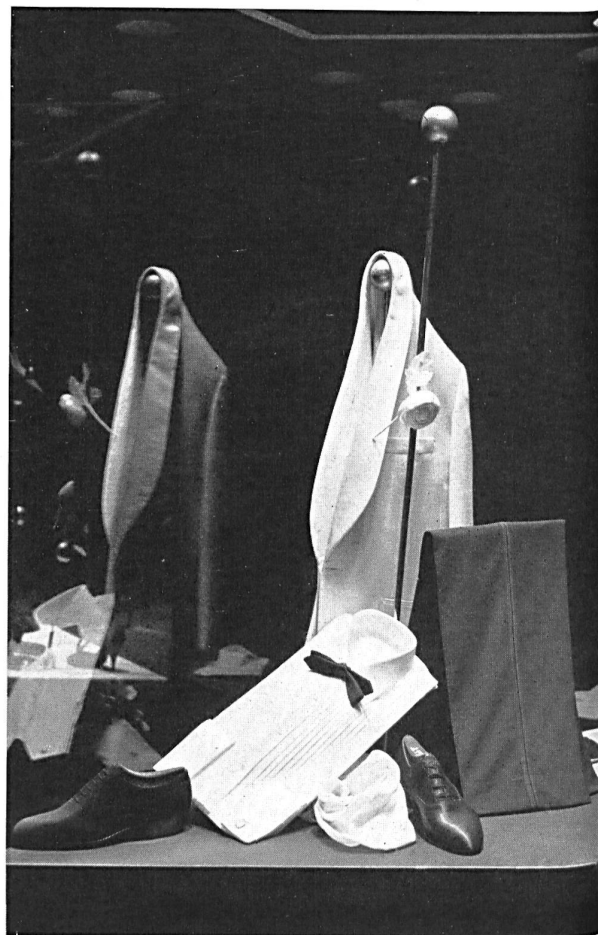


and synthetic materials made in Zurich as well as the fine cottons, embroideries, allover and guipures manufactured at St. Gall.

This profusion of silks, cottons, embroideries and laces cascades down from the shuttles to the feet of very attractive dummies dressed in beautiful clothes of all kinds and for all occasions. These models are intended to show how ideally suited all these lovely fabrics are for women's fashions and it is the Swiss ready-to-wear industry that must be thanked for this attractive display.

The Swiss ready-to-wear industry is located mainly in Zurich. It is the youngest of the Swiss export industries, but the growing importance it assumes each year justifies the prominent place reserved for it at this exhibition. This main branch of the clothing industry fully deserves the name of « wholesale couture » or « better ready-to-wear » by which it is known, for the line and the quality of its models are of a very high standard. The creations on display are eloquent proof of this : gala gowns, afternoon dresses, suits, coats, knitted garments, sportswear, clothes for holidays and travelling, etc.





*The exhibition is completed by tastefully arranged fashion accessories, and visitors can form an idea of the diversity of the articles made by the Swiss clothing industry in this field : scarves, squares, shawls, handkerchiefs, handbags, umbrellas, gloves, etc. Women's footwear is also given great prominence and reminds us that the products of this branch have also become firmly established throughout the world thanks to their quality and elegance.*

*Opposite this main section is a series of window displays showing other Swiss specialities : jersey and knitted clothes for town and informal wear, embroidered blouses and knitted and embroidered lingerie, women's shoes (in leather, silk, cotton and embroidery) as well as ski-boots, fashion accessories, etc. In the field of men's clothing, let us mention shirts and evening shoes in kid and satin.*

*To bring this article to a close we wish to congratulate the organisers, who have succeeded in presenting the Swiss textile industry so elegantly to visitors to the Brussels Universal and International Exhibition.*

C. B.





