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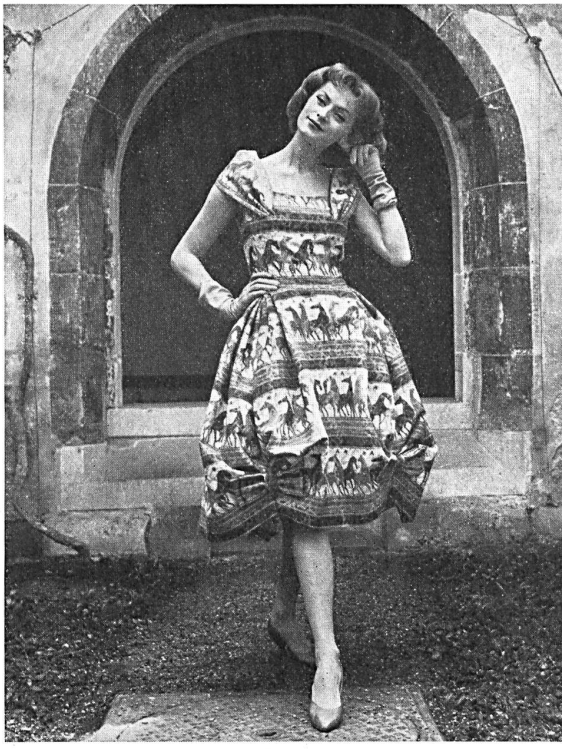
Cotton and electricity

UNIPEDE, the International Union of Electrical Power Producers and Distributors, held its 11th Congress in Lausanne at the beginning of July this year. In order to familiarise the large number of electrical experts from 24 countries with an aspect of Swiss production that was doubtless less well known to them, the Office for the Promotion of the Swiss Cotton and Embroidery Industries, in collaboration with the Exporters Association of the Swiss Clothing Industry, organised a fashion parade in the gardens of the Hotel Beau-Rivage in Lausanne. Here we reproduce some of the models presented on this occasion.



Swiss Fashion Holiday

Two dozen American fashion writers visited Switzerland this summer to spend a few days of combined business and pleasure here at the invitation of the Office for the Promotion of the Swiss Cotton and Embroidery Industry. In St. Gall, these journalists from across the Atlantic were able to visit an exhibition of Swiss cottons and embroideries, and to familiarise themselves with the collections of Swiss manufacturers as well as the working conditions in the Swiss textile industry; they also attended a showing of models made of embroidery and cotton fabrics by Swiss couture houses and ready-to-wear manufacturers.