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## Events and displays in Switzerland



A l'occasion du 13<sup>e</sup> Congrès international d'esthétique et de cosmétologie à Lucerne, une fabrique de produits cosmétiques de Saint-Gall avait décoré son stand au moyen de broderie ; c'était une manière de montrer la part que prennent deux industries de la même ville au service de la beauté féminine.

On the occasion of the 13th International Congress of Beauticians and Cosmetic Manufacturers held in Lucerne this year, a St. Gall cosmetics factory decided to decorate its stand with embroidery — a clever way of showing the invaluable contribution made to feminine beauty by these two industries from the same town.

Con motivo del décimo tercero Congreso Internacional de Estética y de Cosmetología que ha tenido lugar en Lucerna, una fábrica de productos cosméticos de San Galo decoró su «stand» utilizando bordados. Esto constituía una manera de demostrar la parte que a esas dos industrias de la misma ciudad les corresponde respecto a la belleza femenina.

Anlässlich des Internationalen Kongresses für Kosmetologie und Schönheitspflege in Luzern schmückte eine St. Galler Kosmetikfirma ihren Stand mit St. Galler Stickereien und dokumentierte damit, dass zwei Industriezweige in der gleichen Stadt für die Schönheit arbeiten.

Photo Laubacher



In the lobby

## The «Swiss Fashion House»

A display in a private show-room



A few months ago, an idea which had been in the air for a long time was finally carried out : the establishment of a « Swiss Fashion House » in Zurich. The idea was the result of free collaboration in the fields of promotion and sales, which had already led to the creation of the « Swiss Pro-Tricot » group some two years previously (a free association allowing a certain number of Swiss manufacturers to combine their efforts in the field of advertising while maintaining their independence with regard to creation and sales). Originating in the same circles, the idea of the Fashion House went even further : it was intended to offer hosiery, knitwear and ready-to-wear manufacturers not residing in Zurich the possibility of presenting their collections in this town, under favourable conditions and without abandoning any of their own individuality. With the help of the Exporters Association of the Swiss Clothing Industry, twenty-six manufacturers joined forces to create the permanent display and sales centre known as the Swiss Fashion House. In a modern building, equipped with all the facilities that anyone could wish for (parking space, garage, restaurant, etc.), trade buyers from Switzerland and abroad will be able to examine the collections and make their choice quietly and discreetly, in individual salons, without any waste of time, which is an invaluable advantage today.

For the Swiss ready-to-wear industry, the Swiss Fashion House represents a great step forward and deserves to be welcomed with the greatest satisfaction, particularly as the manufacturers concerned offer every guarantee of good, and frequently exceptional quality.



A glimpse of a show-room