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Swiss Fortnight

At Park Lane House

The display of embroideries



The silk display

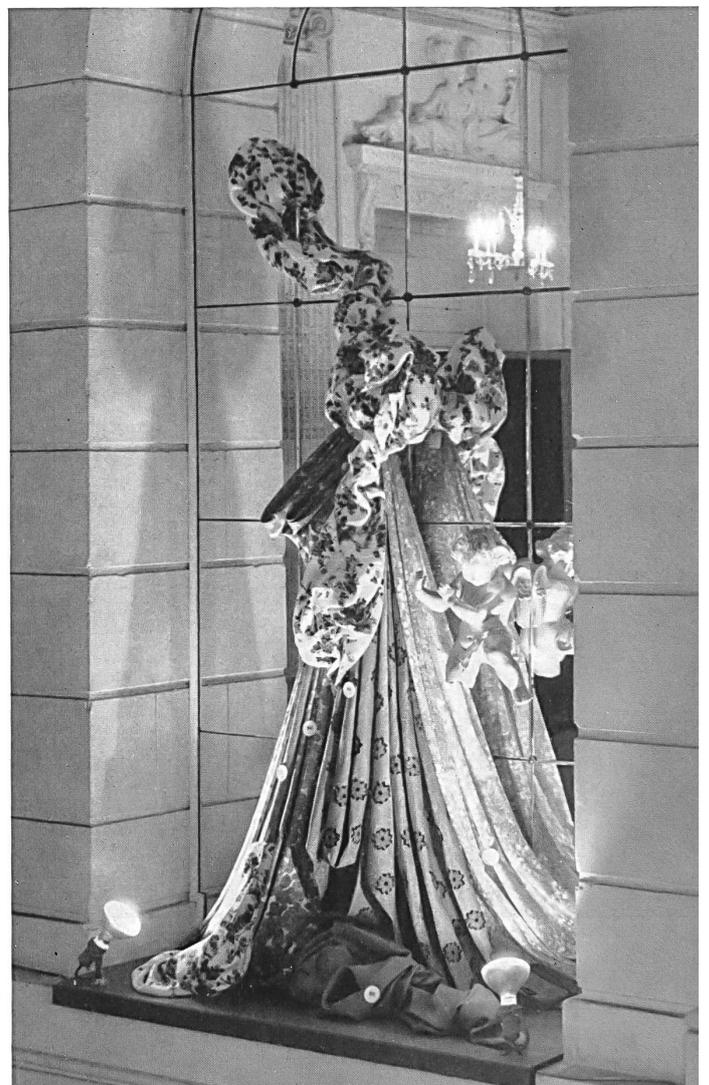




A glimpse of the display of embroideries

A glimpse of the silk display

Writing of the « Swiss Fortnight », one reporter said : « This event represents the most gigantic effort ever made by a country for the purpose of making itself better known to another. » We do not propose to give details here concerning the important series of events organised during the Swiss Fortnight in London ; let us simply repeat that it was an unusually large-scale campaign held mainly in London, Manchester and Glasgow ; it comprised a very full programme of exhibitions, displays, concerts, lectures, theatrical performances, etc. On the individual level, great numbers of shops and stores in the above three towns also played their part by arranging displays of Swiss products in their windows, many of them even hanging out Swiss flags, which gave an unexpected look to certain otherwise very British shopping streets.



In London, Park Lane House was so to speak the headquarters of the Swiss Fortnight. Here, among other events, was held the exhibition of Swiss fabrics : silks, embroideries and fine cottons. The photographs reproduced opposite give an idea of its elegance.

Apart from the decentralised exhibitions in the shopwindows — of which we give a few glimpses here — there were also several displays of Swiss ready-to-wear clothing. One organised for British trade buyers and the trade press met with such remarkable success that instead of the 400 to 500 spectators expected, over 1000 came to see the more than 180 models shown, including some fifteen evening and cocktail dresses made specially for the occasion in St. Gall embroideries and fine cottons. Another display took place at a charity ball given at the Dorchester Hotel on behalf of the Pestalozzi

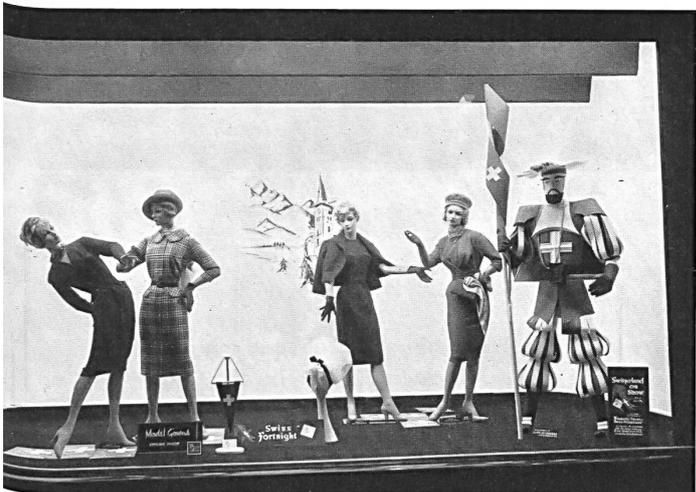


The display of fine cottons



A glimpse of the display of fine cottons

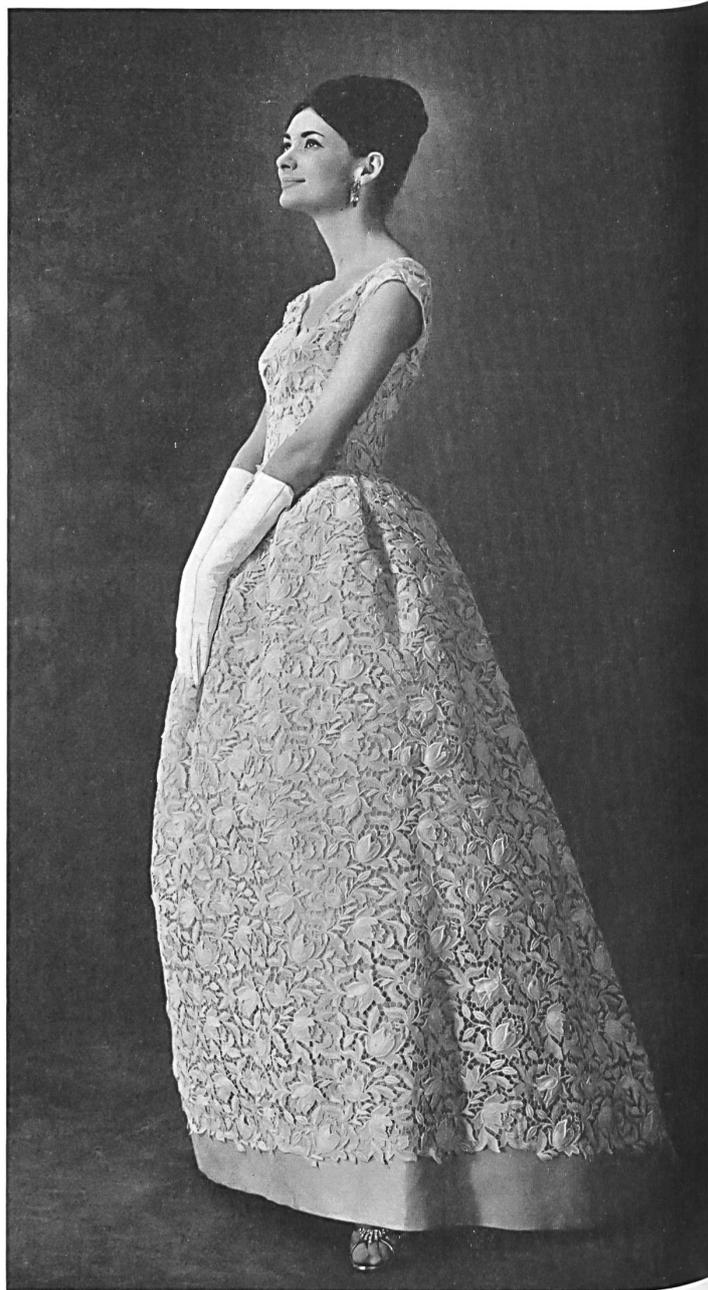
Some aspects of the « Swiss Fortnight »: window displays—
at the exhibition—the fashion parade



Seen during the « Swiss Fortnight » :

Modèle Leisinger & Co., Zurich
FORSTER WILLI & CO., SAINT-GALL
Heavy guipure lace
Photo Rév

Modèle Cafader & Co., Zurich
UNION S. A., SAINT-GALL
Etched lace with applications
Photo Rév



village in England; some thirty cocktail and evening dresses were shown, including those in St. Gall embroideries and fine cottons mentioned above.

The Swiss Fortnight was a complete success, well worth the long months of preparation. It is

Modèle Hugo Brandeis A.-G., Zurich

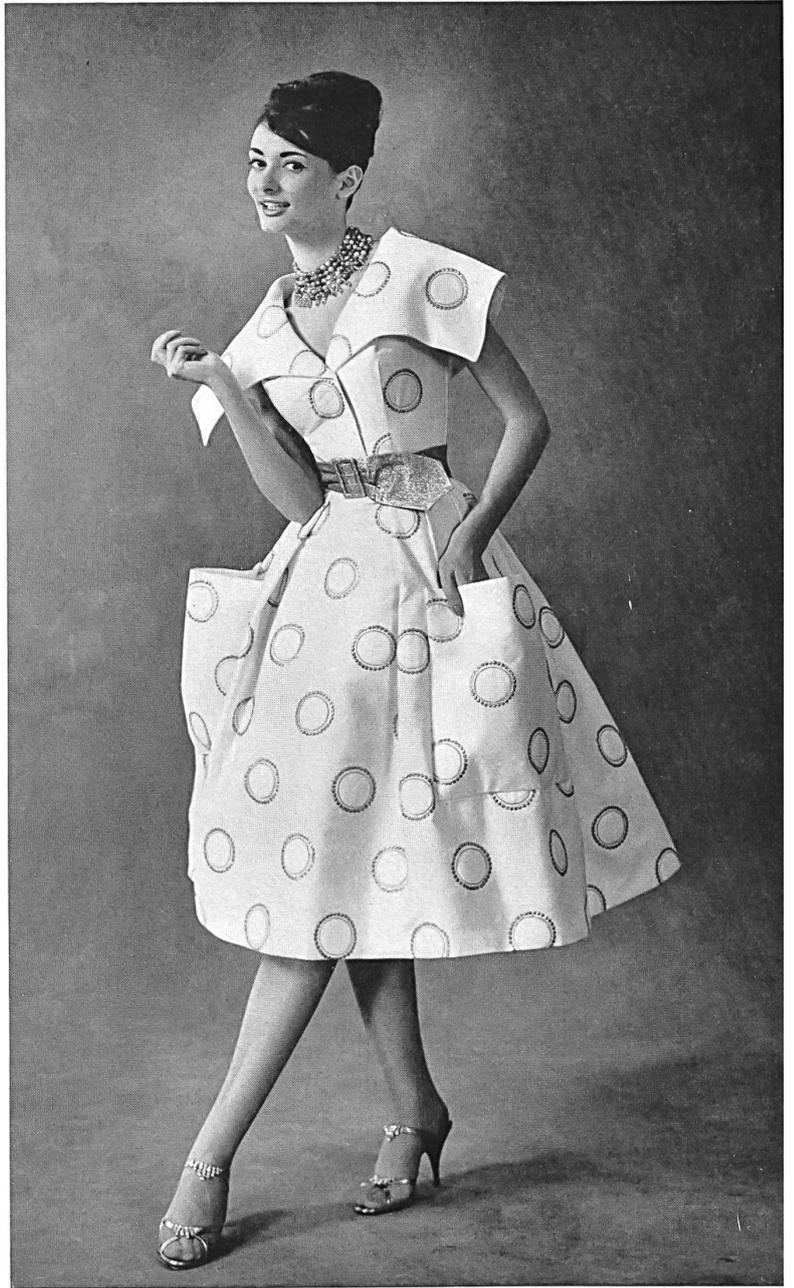
J.G. NEF & CO. S.A., HERISAU

Colour embroidered organdie
Photo Rév

Modèle H. & A. Heim & Co., Zurich

JACOB ROHNER S. A., REBSTEIN

Lurex embroidered cotton
Photo Rév



impossible to mention here all the individuals and organisations that contributed to its success along with the Swiss Office for the Development of Trade, the Swiss National Tourist Office, the Pro Helvetia foundation, various trade associations, Swiss firms

Modèle Gack, Zurich
REICHENBACH & CO., SAINT-GALL
Pure silk embroidered organdie
Photo Guniat



Modèle Leisinger & Co., Zurich
WALTER SCHRANK & CO., SAINT-GALL
Cotton embroidery with appliqué flowers
Photo Rév



in Great Britain and the Swiss Embassy in London ; we wish however to make special mention of the leading part played in the organisation of this Anglo-Swiss event by Mr. Armin Daeniker, Swiss Ambassador to Great Britain.