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Autor: [s.n.]
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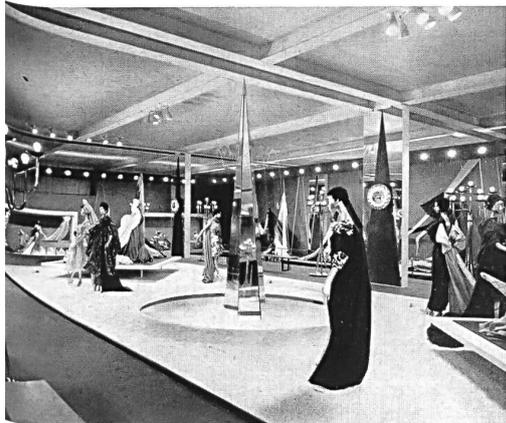
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The Swiss Industrie Fair, Basle, a textile rendez-vous



„Creation”
salon.

The textile industry has always been well represented at the Basle Fair and this year's event, which is to take place from April 23rd to May 3rd will be no exception ; textiles will be on display both on individual stands and in the specialised salons, of which there are now three. To the „Creation” salon and the more recent display known as „Madame et Monsieur” was added last year a „Knitwear centre” which is to be held again this year.

The prestige display known as „Creation” will be arranged once again by Donald Brun, the well-known Basle graphic artist. It will show a selection of the most representative novelties of the Swiss silk, cotton, embroidery, wool textile and footwear industries — the latter being represented by one firm — as well as women's handbags and millinery.

The Exporters Association of the Swiss clothing industry is again organising its special salon „Madame et Monsieur”, a display of clothing made of both fabrics and knitted materials for men and women, as well as lingerie, hosiery, hats, etc.

This year it is also seeking to promote the recruitment of new blood to the industry with an exhibit entitled „Fashion, a career for me?” consisting of an attractively arranged group of manikins representing the different fashion trades. The arrangement of this exhibition is assumed by the Zurich artist Hans Looser.

The success met with last year by the „Knitwear centre” encouraged its organisers to repeat the idea this

Some of the stands in the
textile halls.



View of the
„Madame-
Monsieur”
exhibition.

year, with a number of collective thematic displays alternating with individual stands forming part of a general scheme. From these the visitor will be able to gain a very good idea of what the knitwear industry has to offer.

Thus the Basle Fair contains an important centre of attraction, representative of the whole Swiss textile industry, and forms an important link between the latter and the general public of consumers as well as the retail trade.

Some individual displays.

In the „Knitwear Centre”.

