

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1961)
Heft: 1

Artikel: The 2nd euro-mode congress in Zurich
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798251>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 01.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The 2nd Euro-Mode Congress in Zurich

The 2nd «Euro-Mode» Congress was held in Zurich from October 21st to 22nd. The 46 delegates represented 24 national organisations from the following countries: Austria, Belgium, Denmark, Finland, France, Germany, Great Britain, Italy, the Netherlands, Norway, Spain, Sweden and Switzerland. They had met in order to reach an agreement on the colours to be promoted with a view to the coordination of leather fashions in Europe.

The «Leather Advisory Bureaux» and other similar national organisations were represented at this congress by their leading experts and specialists in the field of tanning, footwear and fancy leather goods as well as their fashion advisers.

After considering all the factors influencing fashion trends, examining the programmes of the textile industry and hearing the advice of specialists well versed in the problems under discussion, the members of the Committee of Experts decided on two colours for promotion in the field of leather accessories for the Autumn/Winter 1961/1962 season.

The names selected for the two Euro-Mode shades will be adopted in all countries.

The Central Liaison Secretariat in Berne (Switzerland) will supply standard samples of the colours chosen direct to the National Leather Advisory Bureaux or similar national institutions only.

The next Euro-Mode Congress will take place in Paris on April 21st and 22nd, 1961 to decide on the shades for the 1962 spring/summer season.

This congress showed the utility of contacts between leather fashion specialists, and it is quite obvious that such coordination will prove useful to all concerns working in leather fashions. For the first time, in a true spirit of European cooperation, it has been possible to arrive at an agreement which will have a favourable effect on the production and sale of leather accessories.

Although «Textiles Suisses» does not, as a general rule, cover leather fashions in its pages, we wish to call attention to the success of this striking new form of European cooperation. Being keenly interested in everything carried out on a practical level with a view to furthering European, and even world understanding and goodwill, we warmly congratulate Euro-Mode and its Swiss promoters.

M. Milo-E. Legnazzi, Berne, soumet à l'assemblée les propositions du comité d'experts

Mr. Milo-E. Legnazzi, Berne, submits to the Assembly the proposals of the Committee of Experts

El señor Milo-E. Legnazzi, Berna, somete a la asamblea las proposiciones del Comité de peritos

Herr Milo-E. Legnazzi, Bern, unterbreitet der Versammlung die Vorschläge des Expertenkomitees

Photo Beyeler, Zurich

