Zeitschrift: Swiss textiles [English edition]

Herausgeber: Swiss office for the development of trade

Band: - (1962)

Heft: 1

Artikel: First international week of lingerie and corsetry, Cologne

Autor: Hess, Sophie

DOI: https://doi.org/10.5169/seals-799474

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: 02.11.2025

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

First International Week of Lingerie and Corsetry, Cologne

An important event in the fashion world

The lingerie and corsetry industries presented the best of their production at the First International Salon of Lingerie and Corsetry, which was held in Cologne from October 20th to 22nd, 1961. The 243 firms that took part, and which came from thirteen countries, included all the leading firms of these two closely related branches.

The Swiss participation

Switzerland came fifth among the foreign participants. The ten Swiss exhibitors presented corsets and women's undergarments as well as women's and children's night-wear. Lingerie was represented by the firms of W. Achtnich & Co. (Winterthur), Otto Rohrer (Romanshorn), Calida Ltd. (Sursee), Saly-Wyler (Uster) and Züst à la Rose (Rheineck), and corsets by A. Lenzinger (Zurich), Eric Marx (Kreuzlingen), Spiesshofer and Braun (Zurzach), Sogec Ltd. (Zurich) and various other concerns, working under foreign licenses as well as the Exporters Association of the Swiss Clothing Industry in Zurich.

On the whole the Cologne Salon was a complete success. Swiss exhibitors were able to make new contacts and revive old business connections. European buyers showed great interest in their products, particularly the high quality fashionable models. In both woven and knitted lingerie, the very original models were those in greatest demand. The exhibitors all agreed that this trade exhibition was the first opportunity lingerie had had of appearing to real advantage, for previously, in other trade fairs, this branch had been treated rather as a poor relation.

Success of the parades

Buying interest focused mainly on the fashionable and high quality products of the lingerie and corsetry industries. There was a heavy demand for fashionable underwear, cami-knickers, night wear, lingerie in new materials and original colours. In corsets, business was most brisk among the articles that offered new features and were the most fashionable from the points of view of colour, cut and style. Apart from white, the prevailing colour, black as well as unobtrusive checks proved extremely popular. Some eighty models of lingerie and corsets were presented at each of the ten parades that were put on during the three days the fair lasted.





« SAWACO », S.A. W. ACHTNICH & CO., WINTERTHOUR

Pure silk, fully fashioned lingerie, with embroidery trimmings on tulle.

Photo Lutz

Innovations in internal organisation

The Congress of the European Corsetry Industry, which took place during the period of the Salon, can pride itself on an important achievement. The members of eight European countries, among them Switzerland, agreed to set up a section for the purpose of handling all questions of interest to the European corsetry industry. In conjunction with the lingerie exhibition, a congress was also held devoted to lingerie colours. The main topic dealt with was the question of the selection of the lingerie colours for the year. Those taking part agreed to meet each year to decide on the colour trends, on a European basis, for woven and knitted lingerie and corsets. The decisions thus reached will be interpreted individually in each of the European countries. For the 1962/63 season light blue has been selected.

Sophie Hess.



Let it rain, let it pour...

The most attractive means of protecting oneself from the rain is undoubtedly the umbrella! Invented several thousands of years ago and introduced into Europe about two centuries back, this practical instrument had remained, until very recently, a prosaic accessory, a sort of necessary evil. Then fashion adopted it; and while its shape has evolved but little in spite of a few unsuccessful attemps to revolutionize it, its mechanism and its finish have changed considerably in the last fifty years—thus we were informed by the recently founded Swiss Union of Umbrella Manufacturers, which has carried out a joint advertising campaign on behalf of its members. Today the umbrella follows the dictates of haute couture very closely, not only with regard to the choice of fashionable shades but also of the designs printed on the fabrics. This year, the pastel shades that were so flattering to the face have been ousted by warm autumn tints, the browns and all the dark reds: bordeaux, lie-de-vin and plum. Among the fabrics we noted, in addition to the ever popular nylon, a return to pure silk. There are polka dots galore, stripes and abstract designs in profusion, as well as muted and classical plain fabrics. Imagination has been given free rein in the fabrics and, perhaps especially, the handles. Thanks to carefully thought out, artistic combinations, the umbrella is becoming a sort of jewel for the smart woman, an indispensable companion. It is indispensable too for her male counterpart, in both his social and his business life. In this connection mention should be made of the present popularity of the men's folding umbrella, which fits easily into the slimmest brief-case.

In Switzerland, the manufacture of umbrellas is carried out as a cottage industry and in small factories spread all over the country and employing some 600 men and women, producing nearly a million umbrellas each year.



Photo Saas