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« SAWACO », S.A.  
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WINTERTHOUR

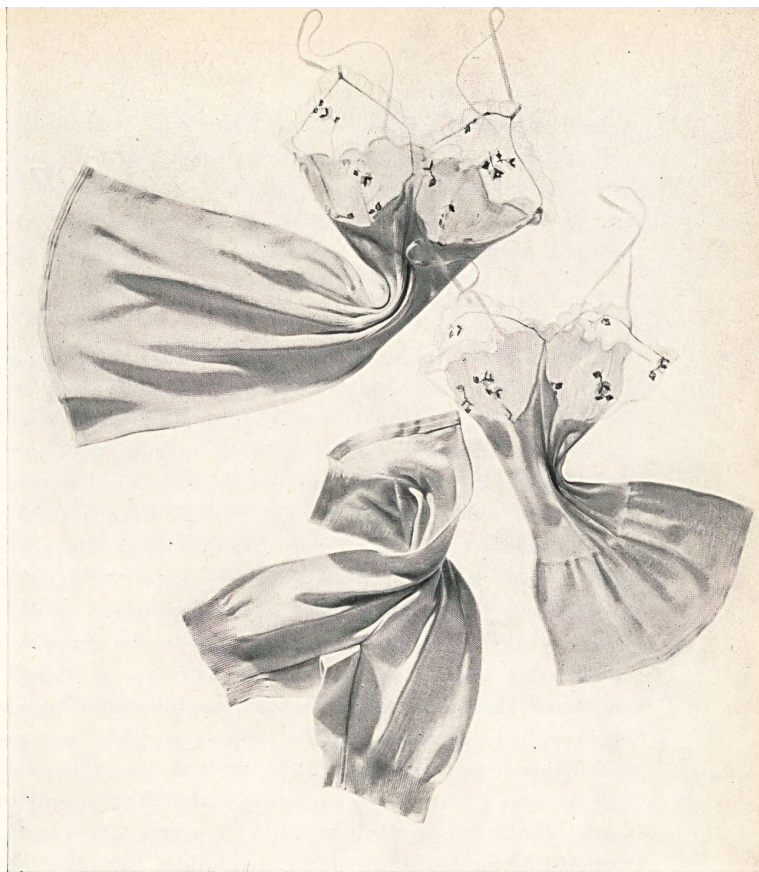
Pure silk, fully fashioned lingerie,  
with embroidery trimmings on tulle.

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 attempts 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