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SILK RIBBONS OF SWITZERLAND

The fresh, youthful touch

Youth and freshness: these two words could almost be said to be the motto of the Swiss silk ribbon industry which — in spite of the temptation — does not consider the successes accumulated during the past four centuries sufficient reason for resting on its laurels.

For new forces are at work in the industry which — while remaining faithful to tradition as is only right — are imbued with enough youth and freshness to shake off outdated methods, branch out into new fields, think in other dimensions and try — like those of previous

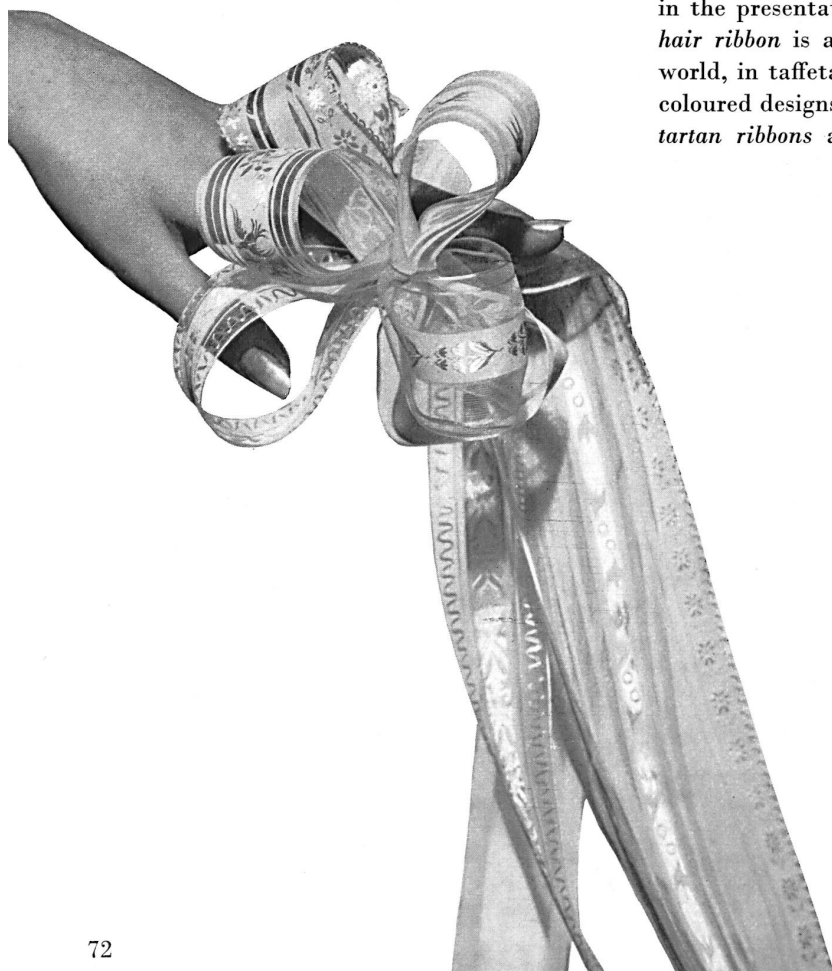
generations before them — to conquer the world in their fashion.

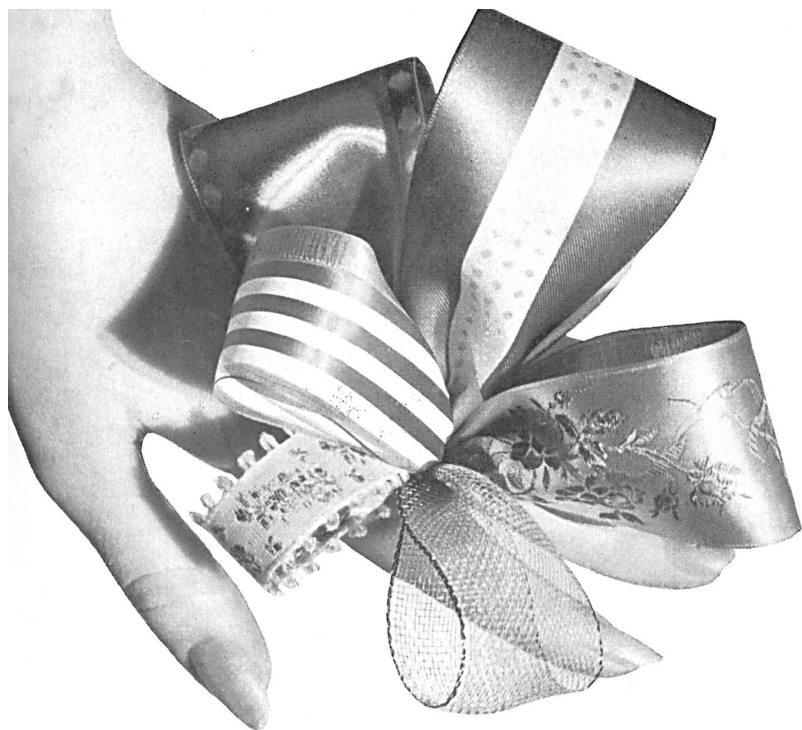
That is why Swiss silk ribbons are always to the fore, gaily flaunting the colours of tomorrow and the next day even, in qualities anticipating the dictates of fashion. In spite of always being at least one step ahead in time, today's ribbons maintain yesterday's tradition: to be a constant source of delight to women and girls the world over.



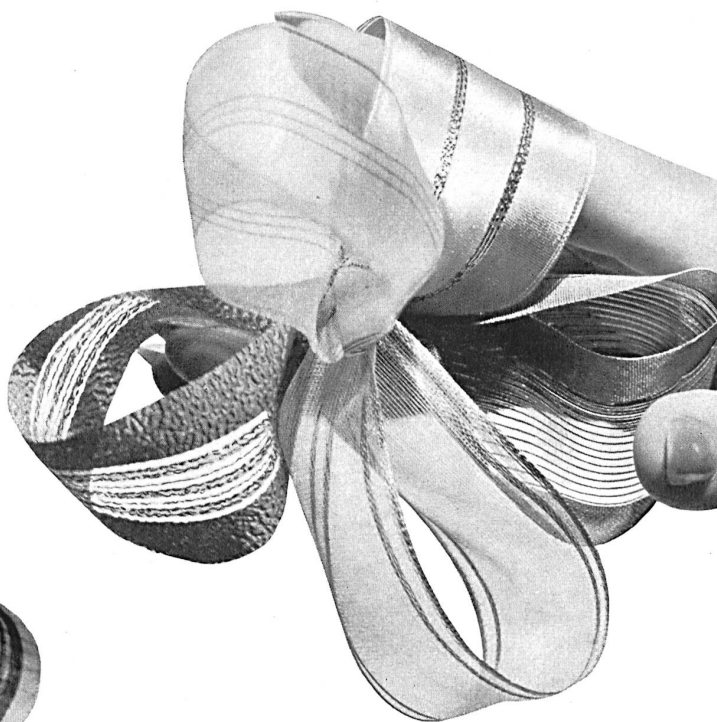


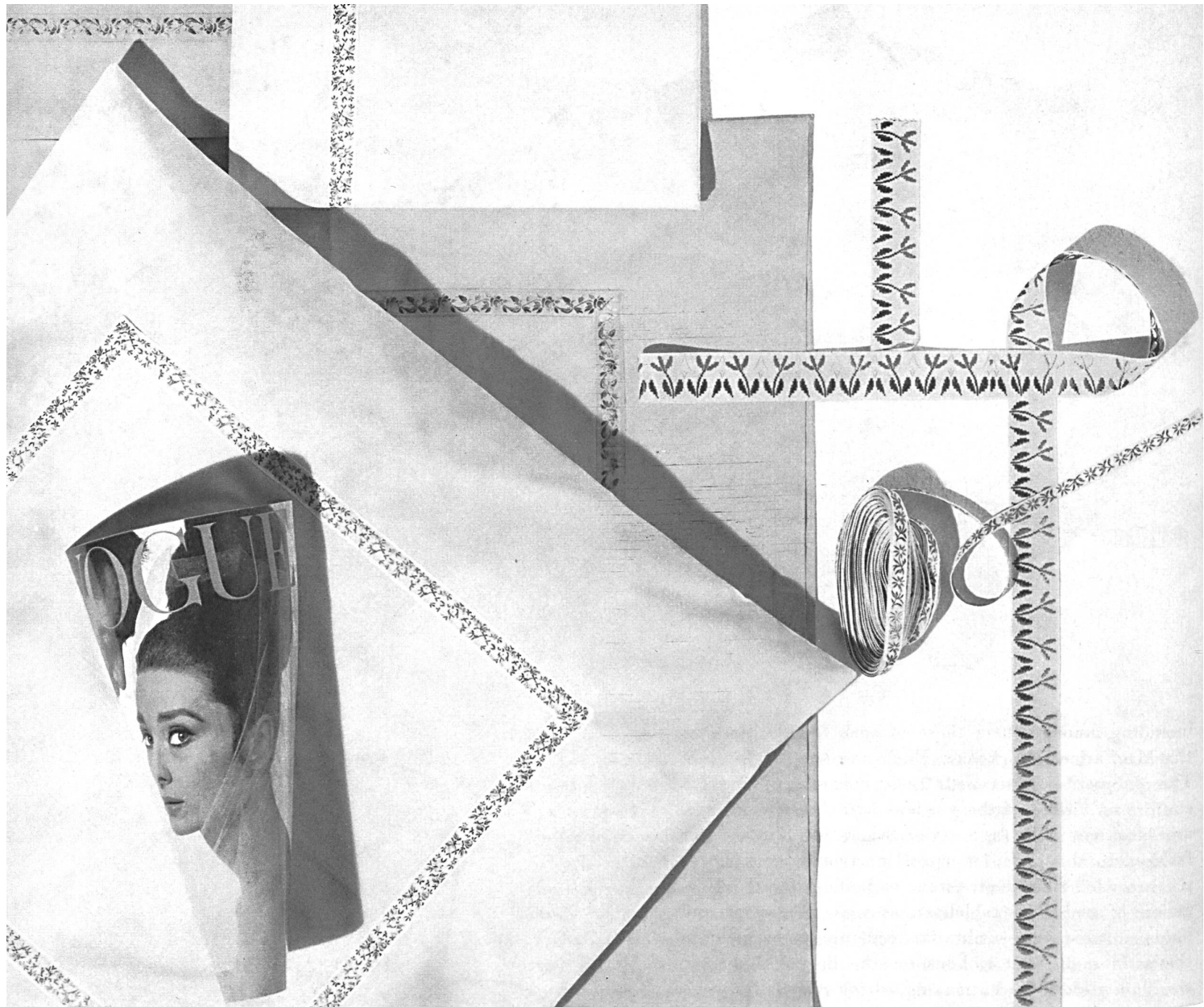
Let us mention here some of the main articles among the host of products offered to the consumer: first of all the *velvet ribbon*, an important export article, manufactured in various qualities 2 to 3 in. wide, in 50 to 60 different colours. The *decorative ribbon* calls for a great deal of originality and ever new ideas; it is designed for confectioners and florists and makes lavish use of gold and silver threads combined with voile, velvet and satin weaves; there are also models decorated with lucky charm motifs in self-toned Jacquard weaves for weddings, as well as stripes, floral motifs and polka dots for giving infinite variety in the presentation of an Easter Egg or a box of fine chocolates. The *hair ribbon* is as popular as ever and is still despatched all over the world, in taffeta or nylon, with checks and stripes or in other brightly coloured designs. Not only in Scotland but in many other countries too, *tartan ribbons* are sold in the original colours, in 16 different designs





including among others those of such famous clans as the MacFarlane, Mackenzie, Buchanan and Mackintosh. The *Jacquard ribbons* with their gold threads, which conjure up visions of the gracious living of another age, are ideal not only for interior decoration but also for fashion. In this style, let us call particular attention to the brocaded ribbons (resistant to boiling) for the decoration of bed- and tablelinen as well as dresses and blouses. Among the utilitarian ribbons, let us mention the *satin* and *plush* ribbons for the lingerie industry, *grosgrain* ribbons for hatmaking, *edging ribbons* for woolen blankets, and *label ribbons* as well as *industrial ribbons*, mainly inking ribbons, insulating ribbons and ribbons for resistances.





SENN & CO. LTD., BASLE

Brocaded ribbons with floral designs, resistant to boiling, on sheets and pillow-slips by Albert Schlaepfer, Zurich



SENN & CO. LTD., BASLE

Pink satin ribbon trim on a white cotton nightgown and neglig. A «Dubarry» model by Käthe Schenkel-Eckert, Horn

VISCHER & CO., BASLE

Rich trimming in rayon and nylon velvet ribbon on a lingerie set
in pure silk mousseline by Stehli Ltd. Silk Mills, Zurich.

A « Dubarry » model by Käthe Schenkel-Eckert, Horn





SARASIN, THURNEYSSEN S. A., BASLE

Bridal veil and bouquet, with new type of voile and satin ribbon trimming, with brocaded four-leaf clover motif. A Lilly Matthey model, Zurich

Swiss exports of silk ribbons have not enjoyed the same boom experienced in other branches of the Swiss economy; but when the keenness of present-day competition and other difficulties are taken into account, the fact that exports of ribbons have maintained their position on international markets can be viewed with satisfaction. The main competitors of this Swiss industry being Germany, France and Italy and its main clients among EFTA countries being Great Britain and Sweden, one might have expected a falling off in exports towards Common Market countries and a considerable increase in sales to the Free Trade Area countries. Generally speaking,



Figured satin ribbon bow on a box of Suchard chocolates

SEILER & CO. LTD.,
GELTERKINDEN

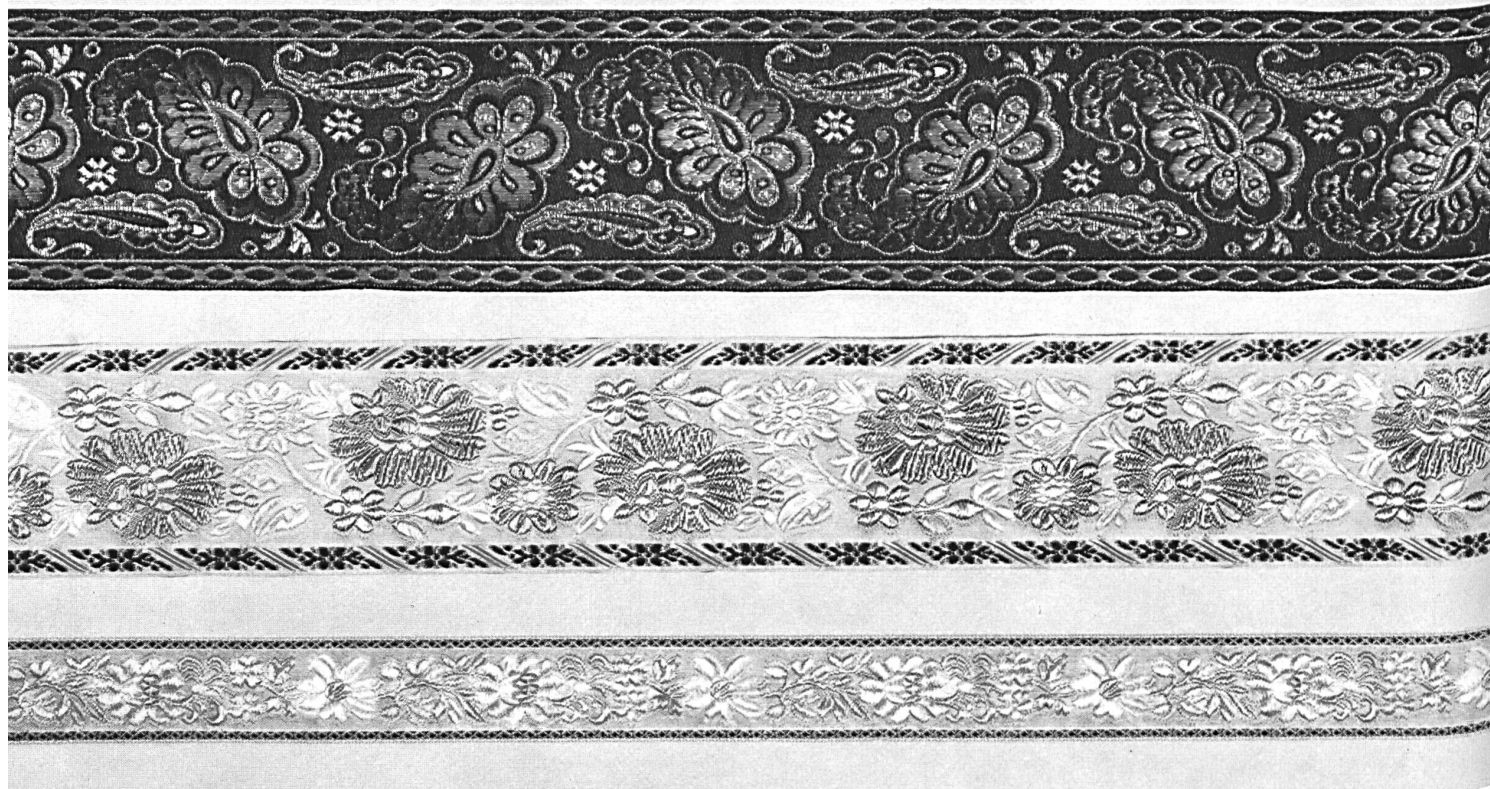
Shaded velvet ribbon as trimming
for a hairstyle in the Elizabeth Arden
Salon in Zurich



the discriminatory measures taken by the two economic groups led one to expect a decline in trade with Europe. Instead, exports have increased not only in EFTA countries but also in EEC countries. The percentage of Swiss exports of silk ribbons accounted for by the two European blocs (Common Market and Free Trade Area) rose from 35 % in 1958 to 47 % in 1962 while that accounted for by the other markets dropped as a consequence for the same period from 65 % to 53 %, the United States of America however having maintained its position as Switzerland's biggest customer with 33 % and 32 %.



Gay hair ribbons in taffeta check



HANS MOSER & CO. LTD., HERZOGENBUCHSEE
Gold lamé ribbons for clothing and interior decoration

Information on the Swiss silk ribbon industry and the production of individual firms may be obtained from the

Press Department of the
Swiss Silk Ribbon Industry
Utoquai 37, Tel. 34 40 12
Zurich 8

