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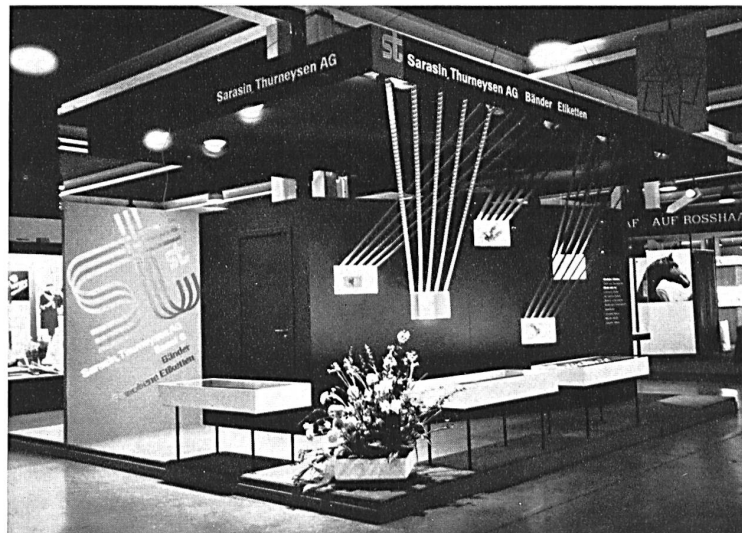
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Textiles at the 47th Swiss Industries Fair, Basle

(April 20th to 30th, 1963)

As everyone knows, the textile and fashion stands and salons are among the highlights of this big spring economic event visited in vast numbers not only by the ordinary man and woman in the street but also by businessmen in search of new ideas, new products and new sources of supply. In addition to the attractively presented individual stands in the general part of the fair, aiming mainly at direct publicity with the consumer and well suited to the launching of new articles on the national level, there are always a number of collective prestige salons of direct interest to buyers and importers thanks to the well-organized information services.

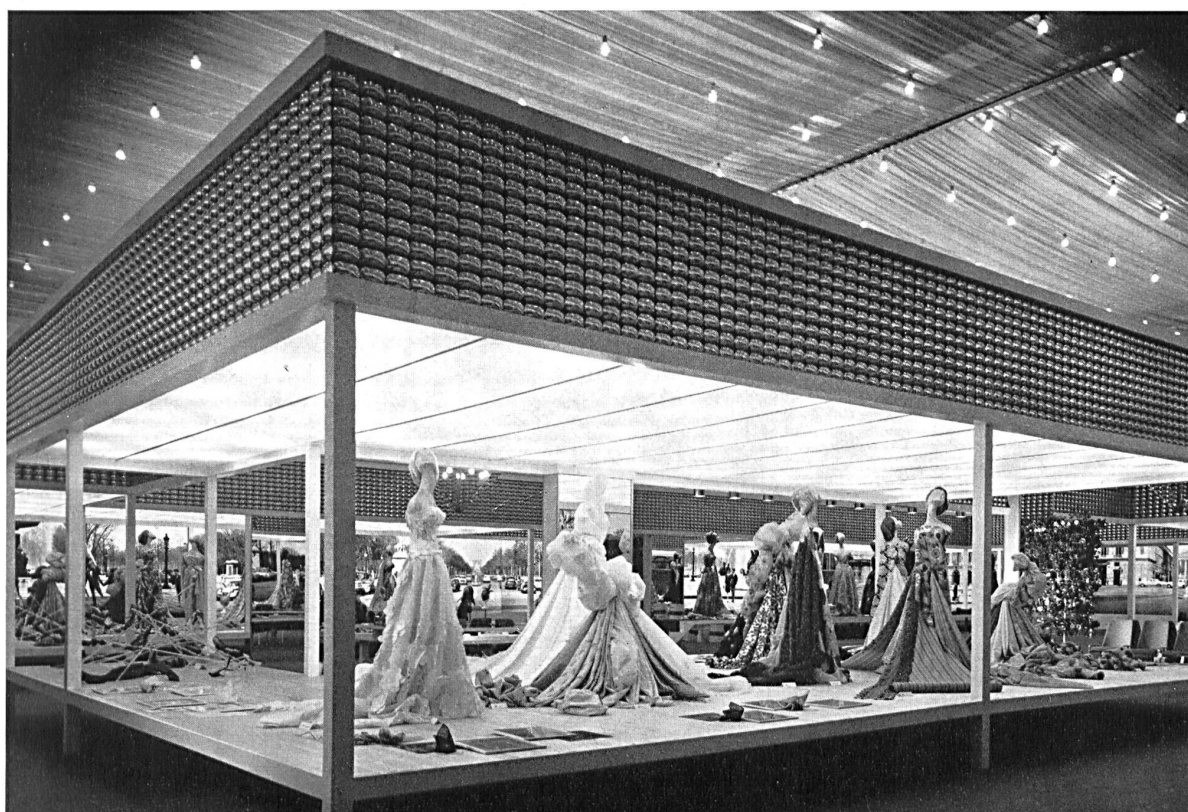
Sarasin, Thurneysen A.G., Gelterkinden



Creation

For nearly 20 years, this salon has housed the cream of textile products jointly presented by the cotton and embroidery industries, the silk and rayon industries as well as the wool textile industry — all represented by their professional associations — and the big Bally foot-

wear factory. While the display and draping of the fabrics, embroideries, handkerchiefs and other fashion accessories had been entrusted to the interior decorator Theo Wagner (Basle), the overall decorative scheme was the work of the well-known graphic artist Donald





Brun, also of Basle. The latter had chosen as his motif a Parisian setting re-created by views of Paris in the form of gigantic enlargements of transparencies lit up from behind. In this way the whole exhibition hall had a very distinctive atmosphere imparted to it, highly

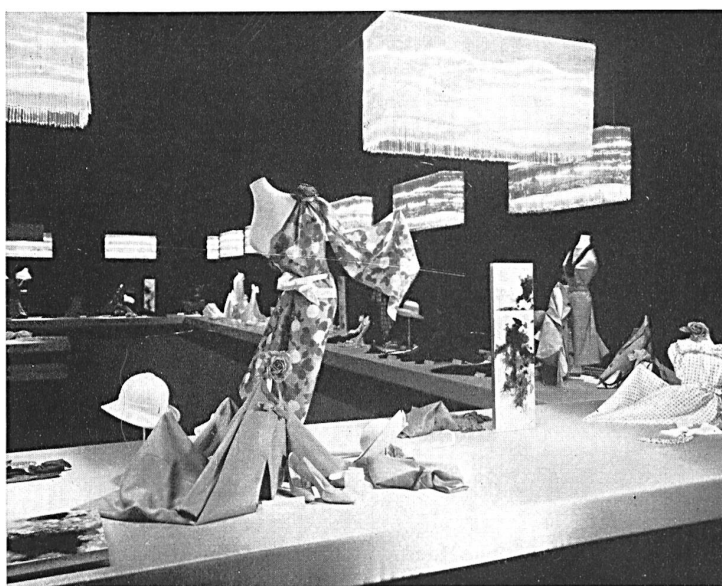
favourable to the display of textile novelties. Once again the showpiece of Swiss luxury textile creation was a complete success, true to the ever renewed tradition of the Swiss Industries Fair.

Madame, Monsieur

This salon is also of the greatest interest to visitors, but in quite another way from the previous one—the field of ready-to-wear. It is organized by the Exporters Association of the Swiss Clothing Industry in collaboration with the Swiss Association of Ready-to-Wear and Lingerie Manufacturers and the Swiss Association of Hosiery and Knitwear Manufacturers, all three of Zurich, together with the Bally Footwear Factory. Vaporous lingerie

decorated with St. Gall embroidery, dainty garments for children and smart creations for men's fashions, as well as all types of sportswear from swimsuits to after-ski outfits, together with breathtakingly beautiful cocktail and evening dresses constituted a veritable symphony of colours. The slogan of this year's collective exhibition was «We export». Almost all the articles on display figured in the order books of foreign buyers. Swiss exports





of clothing last year reached new heights with the record figure of S.Fr. 132.5 million compared with S.Fr. 126.7 million in 1961 (US\$ 30.75-29.4 million). This branch's best customers were the German Federal Republic, followed by the United States, the Netherlands, Great Britain,

Sweden, Belgium and the Luxembourg Union, Italy, Canada and Denmark.

The presentation of the objects, in a hall entirely renovated last year, was designed mainly with a view to displaying the articles themselves to the best advantage.

Knitwear Centre

The keynote of the publicity for the Swiss knitwear industry at the Knitwear Centre installed in the Swiss Fair in Basle by the Swiss Association of Knitwear and Hosiery Manufacturers in Zurich would seem to be summed up in the proverb «Strength lies in Unity». This exhibition is a collective one, aimed mainly at the consumer and enabling manufacturers to avoid the expense of individual stands, with all the costs of construction

and service involved. Within the overall collective exhibition, the manufacturers each possessed display niches where they could exhibit their novelties, while a central information bureau, fully acquainted with the manufacturing programme of each of the exhibitors, supplied all the information required by visitors consisting mainly, as in previous years, of members of the general public.

