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Autor: [s.n.]
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A Salon of Elegance at the 44th Lausanne National Fair

The 44th Lausanne National Fair, or Swiss Comptoir as it is known locally, will take place from September 7th to 22nd this year, occupying the whole of the premises of the Palace of Beaulieu, which extend over a total area of just under 1,500,000 square feet. Nearly 2,400 exhibitors will be taking part in this last Lausanne Fair to be held before the 1964 National Exhibition.

The guest of honour of the 44th Swiss Comptoir will be Japan. The fact that this will be Japan's first official participation in a trade fair in Europe shows the importance of this pavilion, which will be the scene on Monday, September 9th, of an official foreign day. In honour of this year's guest country, the grounds of Beaulieu will be laid out in the form of Japanese gardens.

With regard to the textile sector, this popular feature will be marked this year by a very spectacular change in that the stands in the main hall of the Palace of Beaulieu, which is traditionally set aside for the textile industry, will be rearranged so as to give greater prominence to the new creations displayed on each of them.

This hall will be competed by a *Salon of Elegance* situated in the next hall.

This Salon will be given an overall decorative scheme harmonizing the presentation and creating the desired atmosphere. It will be spot-lit by a number of projectors skilfully trained on the exhibits in order to display them to their best advantage.

This original exhibition will consist of about ten display fixtures on which certain haute couture and fashion creations selected for their diversity will represent the most varied fields of men's and women's fashions.

The Salon of Elegance will be organized thematically; the names of those taking part will be given a standard presentation. The right atmosphere will be created by placing in the centre of the Salon a certain number of the attributes of elegance which the interior decorators Samy Benjamin and Nicholas Suba may be trusted to arrange with all the originality and taste for which they are known.

