

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1963)
Heft: 4

Artikel: 10th international men's fashion week, Cologne
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798684>

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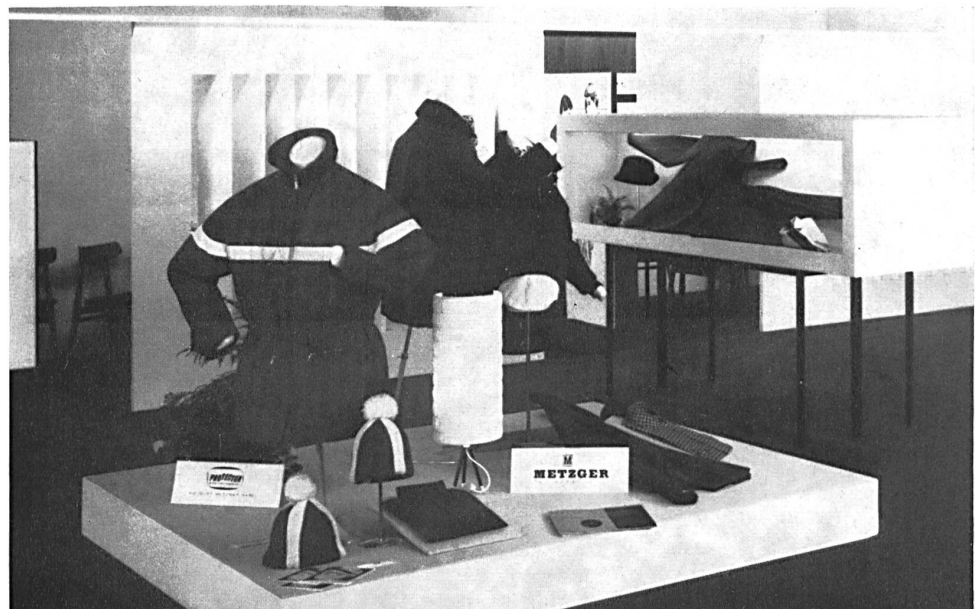
10th International Men's Fashion Week, Cologne

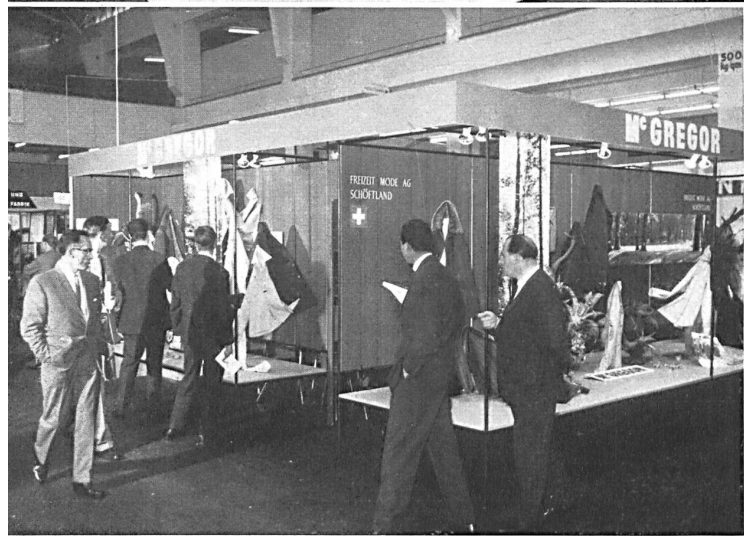


The Swiss contribution

This year's International Men's Fashion Week — the 10th — held in Cologne, from August 24th to 26th, displayed the creations of 140 foreign exhibitors from 15 countries. Switzerland was represented at this event by 15 firms, 10 of which had combined to give a joint display

on the stand of the Exporters Association of the Swiss Clothing Industry. Their exhibits included overcoats, suits, sports- and leisure-wear as well as shirts, pyjamas, underwear, hats and caps. The size of Switzerland's participation was justified by the fact that





they enjoy in this sector in spite of distinct customs discrimination.

This year, the number of visitors was higher even than last year. The Swiss exhibitors received a great many orders not only from German buyers but from all European countries too.

Thanks to her central position, Switzerland is well situated to play a leading role in European fashions for men, because her manufacturers are able to present top quality clothes that take the various world trends into account. These then are the reasons for the success of Swiss ready-to-wear fashions for men, not only in Federal Germany but also in several other countries. In addition, Swiss producers of men's clothing enjoy excellent relations with the Benelux countries, with France, Great Britain and the Scandinavian countries. The greatest demand is for top quality, wearable suits and coats.

the German Federal Republic accounts for approximately half of Switzerland's exports of men's clothing. After Great Britain, Germany is the next biggest buyer of Swiss underwear for men. Swiss manufacturers are therefore making a very special effort to maintain the favoured position

