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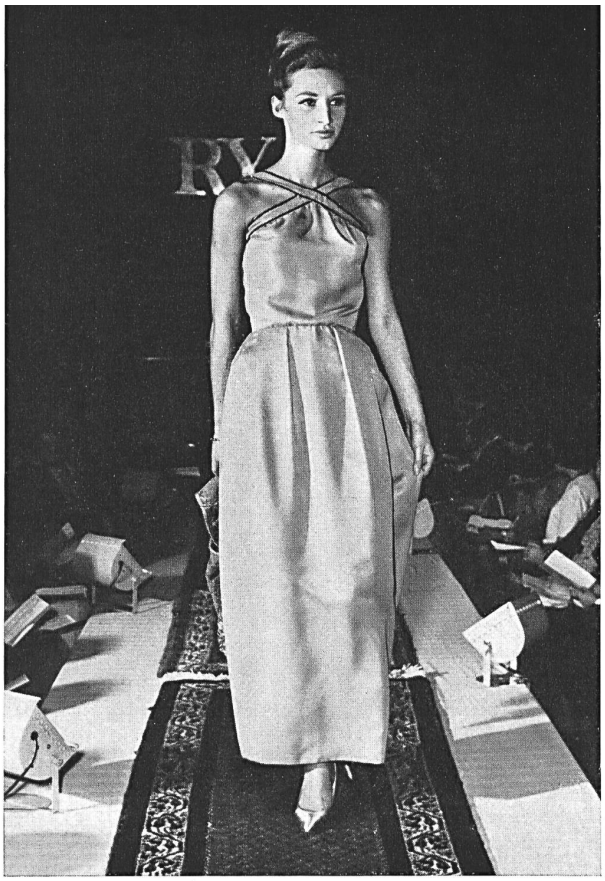
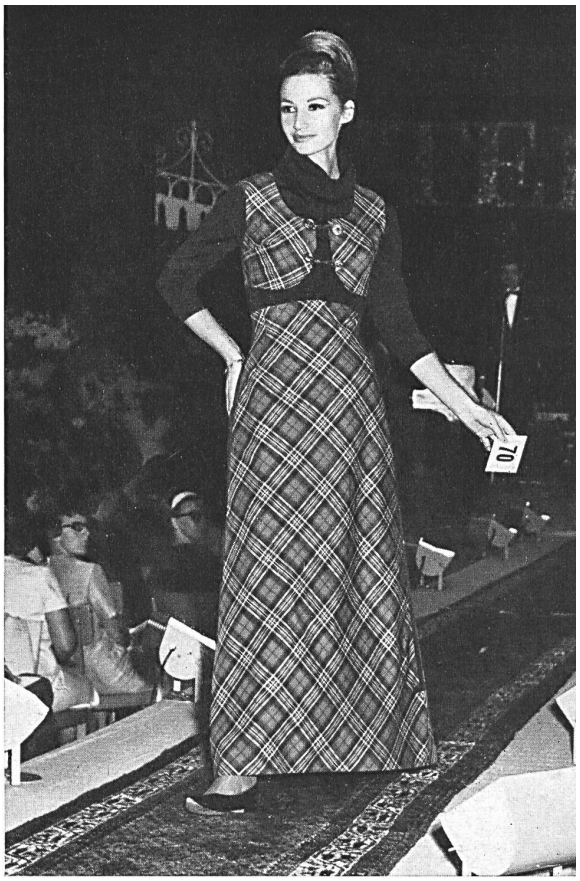
1
HAUSAMMANN TEXTILES S. A., WINTERTHUR
Tissu/fabric/tejido/ Gewebe
Crêpe en pur « Térylène »
Pure « Terylene » crepe
Crespón de « Terylene » puro
100 % « Terylene »-Crêpe
Modèle: Textora, Zurich

2
HEER & CIE S.A., THALWIL
55/45 %
Tissu/fabric/tejido/ Gewebe
Robe d'hôtesse en «Térylène»/laine 55/45 %
« Terylene »/wool (55/45 %) hostess gown
Vestido para recibir visitas, de « Terylene »/ lana 55/45 %
Kaminkleid aus « Terylene »/Wolle 55/45 %
Modèle: Oscar Rom, Zurich





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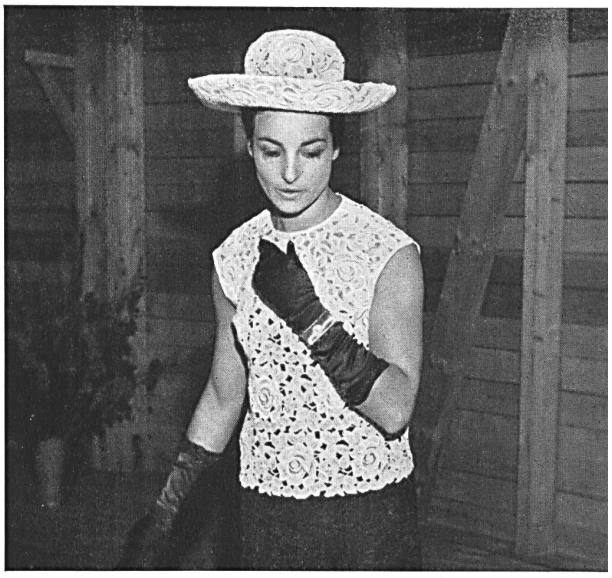
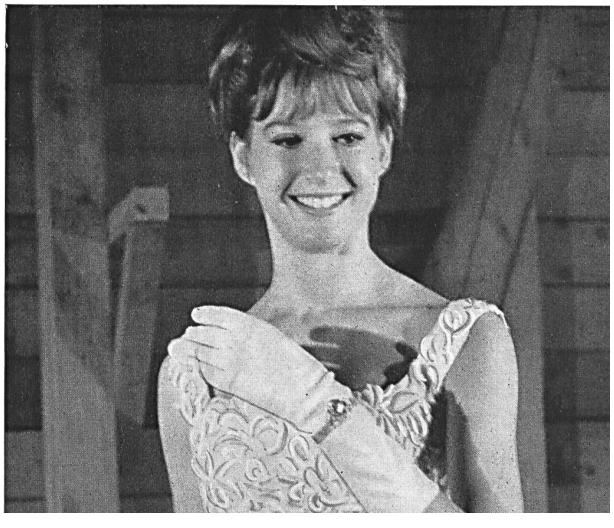
Fashion and Watches





To mark the opening of the Swiss National Autumn Fair (Swiss Comptoir) in Lausanne at the beginning of September, the Swiss cotton and embroidery industries, represented by their promotion office in St. Gall, and the Swiss Watchmaking Federation in Bienne, organized a remarkable fashion parade, which was held for members of the press and subsequently repeated for a number of guests. Some forty models were shown, ranging from pyjamas, nightgowns and baby-doll nighties to evening dresses and bridal gowns, including beachwear, shirt-waist dresses, morning dresses, afternoon and cocktail dresses and knitted outfits, all made of high-quality cotton with a lavish use of embroidery. Each model was, of course, accompanied by an appropriate watch and we must confess that the little marvels created by some of the top Swiss watchmaking firms were in no way outshone by the fine creations of Swiss couturiers and the attractive materials of Swiss knitters, weavers and embroiderers.

The problem raised by the difference in size of the objects displayed was overcome by using a screen to show close-ups of photographs of the watches worn by each mannequin as she passed. Once again, the cooperation between two Swiss industries that are so different and yet complement each other so well, proved fruitful, and the display was a complete success.