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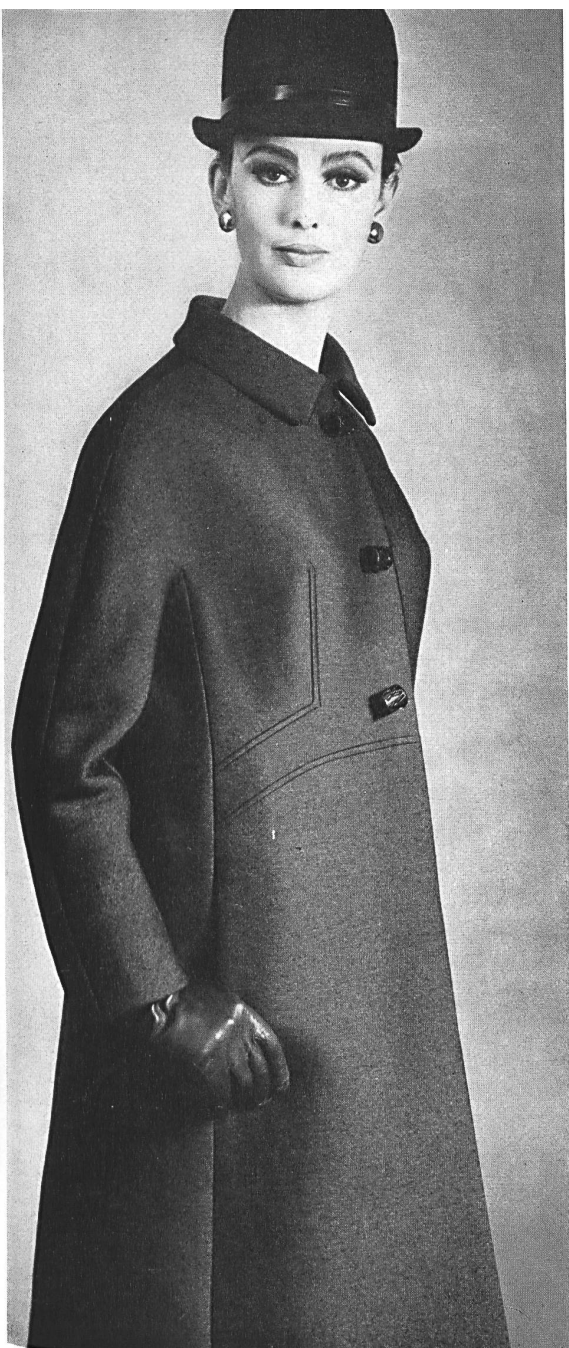
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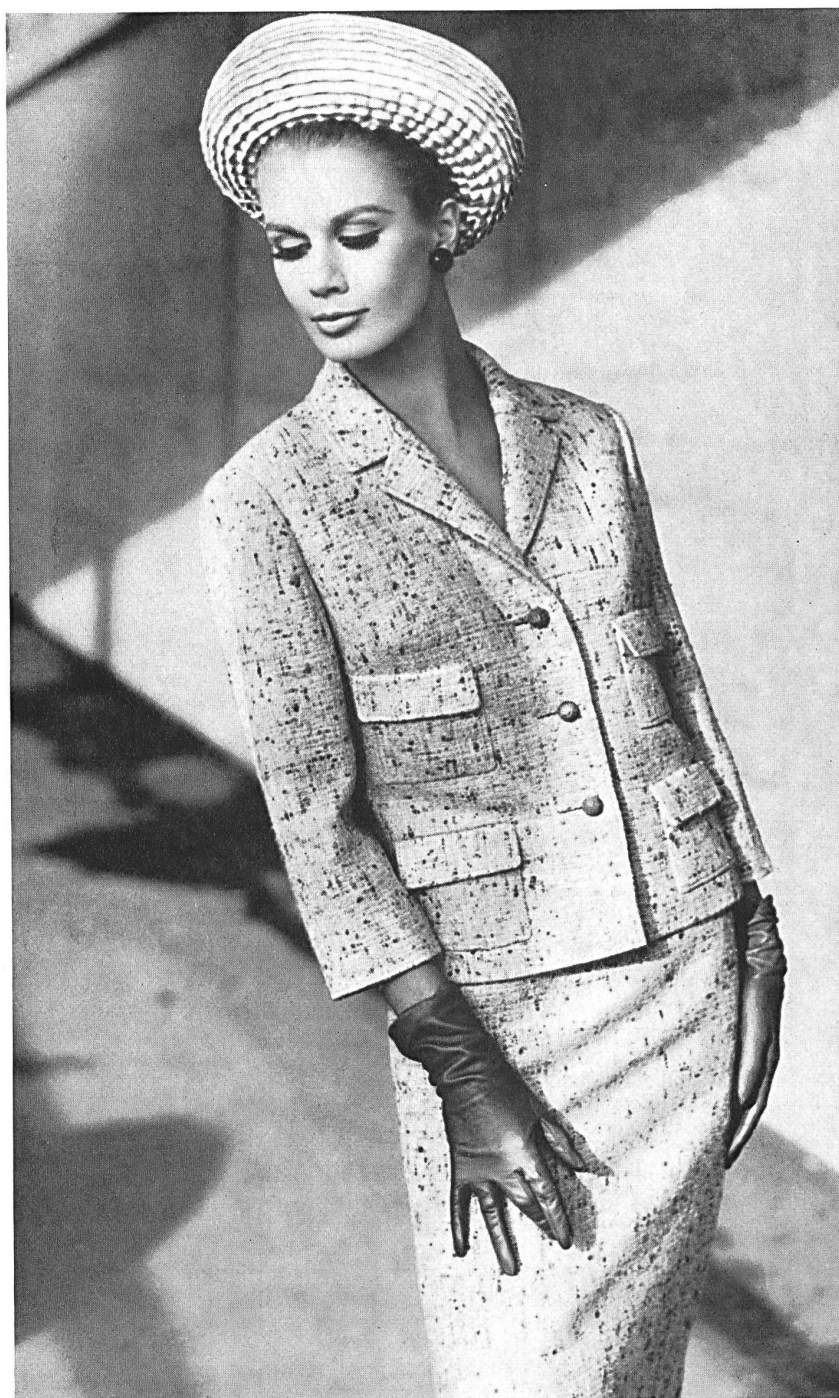
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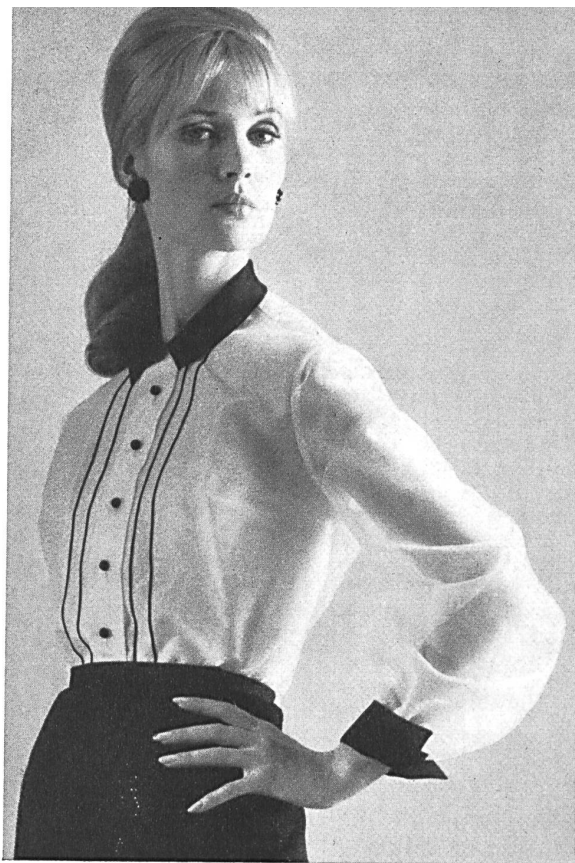
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WOMEN'S OUTER-GARMENTS



Women's ready-to-wear clothing manufacturers export about 15 % of their output, mainly articles from the medium qualities to the very smart and high fashion types. By specializing systematically in superbly finished fashionable articles, this branch has succeeded in winning a good name for itself abroad. The style of the models is based on first-hand information gained from regular visits to haute couture centres, and the manufacturers are pastmasters at adapting the ideas they come across so that rational use can be made of them in the manufacturing process, while at the same time reproducing the essence of their original chic. The little dresses are made with just as much care and thought as the most sumptuous models; a great deal of hand work goes into gowns for gala occasions. In the suits, the foreign buyer appreciates their light structure and perfect fit; as for coats, the main selling points are their skilful interpretation of present trends, their wearable but nevertheless very smart styles and the use of original fabrics. Another speciality is the little couture-style dress in Swiss wool or mixed fabrics. Well-known manufacturers use printed cottons or silks to make attractive, ever popular afternoon or cocktail ensembles and, whenever embroidery is in fashion, dresses of St. Gall embroidery can be counted on to meet with great success.



Swiss blouses are on sale in all the exclusive shops abroad. Fine batiste blouses in a high quality fabric and in the height of fashion at extraordinarily inexpensive prices are well to the fore in all Swiss blouse collections. Embroidered fabrics, allover, edgings, blouse fronts, etc. are used with a great show of imagination in both classical and freer style models. The charm of these articles lies in the loving care with which they are made, the skilful use of top-quality embroideries, and their dainty and modern presentation. Specialized manufacturers have set themselves the task of producing women's rainwear which is as fashionable as it is proof against bad weather, and they accomplish their task with both dynamism and technical knowhow. They make use of sporting fabrics twisted in both the warp and weft, as well as light, very attractive mixed fabrics and impregnated pure silk with large printed designs for coats answering the strictest requirements of fashion in both inspiration and style. The same producers manufacture sporting jackets and anoraks according to the same principle—a combination of the practical and smart. These manufacturers are never short of new ideas and the way in which the colours of their clothes are made to match the elasticized ski-pants, sweaters, blouses, etc. is a fashion note that is popular all over the world.

