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**Autor:** [s.n.]  
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## A Zurich Jubilee with International Impact

During the month of September, the well-known Zurich firm of Grieder & Co. Ltd. celebrated its 75th anniversary. In order to include the press in this celebration, the management of the firm invited representatives of the Zurich daily papers and the specialized textile press of Switzerland and other countries to a very chic fashion parade in the show-rooms of their shop on Zurich's Paradeplatz, followed by luncheon. The models shown were original creations of Parisian haute couture and

authorized copies made by the firm itself. At the end of the show, the mannequins came in wearing beautiful genuine clothes from the end of the last century, on loan from the collection of the Zurich Weaving School.

Lunch was excellently served in the canteen of the new premises that the firm had built on the outskirts of the city to house its administrative department and workshops, in order to be able to reserve all available space in the shop on the Bahnhofstrasse-Paradeplatz for sales.

\*

Let us briefly mention here that 75 years ago Adolphe Grieder opened a silk shop in the centre of Zurich, after having worked for several years as an agent for a French manufacturer. At the time, the firm employed one sales-girl, two women samplers and one errand boy. Within four years the firm was successful enough to be able to move into Bahnhofstrasse. Shortly afterwards, it opened a couture and ready-made department for women, followed by a men's department and, in 1911, its first branch in Lucerne. And so it went on! During the first world war, Grieder organized the first fashion parades in Switzerland using live mannequins.

Having started with silks, the firm has always remained very attached to this noble material. In 1917, it presented two pure silk taffeta swimsuits of its own creation. During the slump that followed the first world war, Grieder launched a crêpe de Chine available in 375 different shades, of which 240 to 330 yards were sold a day!

And in 1932, the firm was the first to sell sheets in white, pink or black pure silk crêpe de Chine.

Today, the firm, now a limited company, is run by Mr. Peter Grieder, grandson of the founder. It is a big textile, clothing and fancy goods store for men and women, run on very modern lines, with branches in Lucerne and St. Moritz, another at the Bürgenstock and a fourth at Zurich-Kloten airport. The firm sells several foreign specialities on an exclusive basis, not only in fashions but also in cosmetics and perfumes and has a department for the young, a bargain gallery and a luxury collection of accessories and gift articles with a very exclusive cachet.

The editors of this periodical extend here their best wishes for many years of continued success to the firm of Grieder, which has done so much for the textile industry, and still does so much today, especially among the many foreigners who visit Zurich, to promote the good name of Swiss textiles.

R. C.



At the end of the parade: the mannequins on either side of Mrs. Grieder Senior (with glasses), President of the Board of Directors; on the right, Mr. Peter Grieder, the manager, and his young wife.



The mannequins wearing dresses from the last century.  
Photos Comet