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49th Swiss Industries Fair, Basle



The 49th Swiss Industries Fair was held from April 24th to May 4th this year. A total of 2,611 exhibitors took part, divided into 27 groups, in an exhibition space extending over some 1,787,000 square feet. With 935,000 visitors, attendance exceeded the previous record established in 1963, thus continuing the regular upward trend interrupted in 1964 by competition from the Swiss National Exhibition. Nearly 100,000 of these visitors are estimated to have come from 99 different foreign countries.

In addition to the halls housing individual stands of all the textile specialities, aimed not only at ready-to-wear manufacturers but also at the retail trade and even the consumer (these stands were often of a very high artistic and technical standard, but unfortunately lack of space prevents us from describing them here), the main attractions, for the general public, of the exhibition of textiles at the Basle Fair were the three special salons: «Creation», «Madame-Monsieur» and «Knitwear Centre».

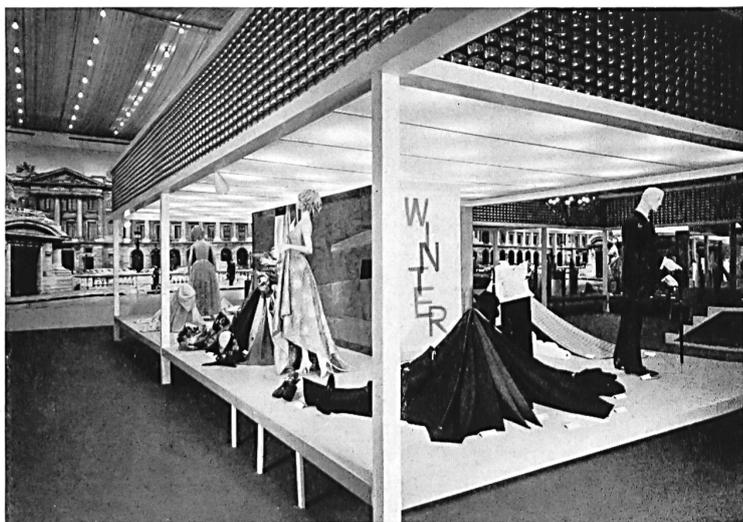
Le stand de la maison Stoffel S.A. (Saint-Gall) était animé par de gracieuses poupées, vêtues des fameux mouchoirs imprimés. The stand of Stoffel Co. Ltd. (St. Gall) was gay with dainty dolls, dressed in this firm's famous printed handkerchiefs. «Stand» de la firma Stoffel S.A. (San Galo), animado por graciosas muñecas vestidas con los famosos pañuelos estampados. Am Stand der Firma Stoffel AG. (St. Gallen) bewegten sich zierliche, mit den berühmten «Stoffeli» bekleidete Puppen. Photo Photopress

« Creation »

This special exhibit traditionally reserved for the silk, cotton, embroidery and woollen industries and a world famous footwear factory, was designed by Donald Brun of Basle. The walls of the hall were decorated with views of Paris, projected onto large screens, which gave an impression of space emphasizing the contrast with the fabrics on display. The latter, artistically arranged by Theo Wagner (Basle), were displayed on four podiums each in its choice of

shades and fabrics representing one of the four seasons.

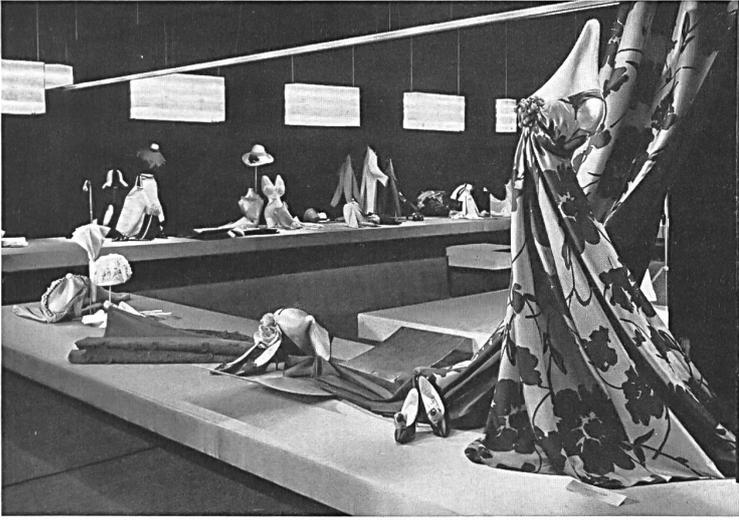
At a small opening ceremony, attended by local authorities and the press, on the eve of the official inauguration, the St. Gall manufacturer Arnold Mettler-Bener spoke of the leading part played in fashion design by the Swiss cotton industry (not to mention the embroidery, silk and wool textile industries).



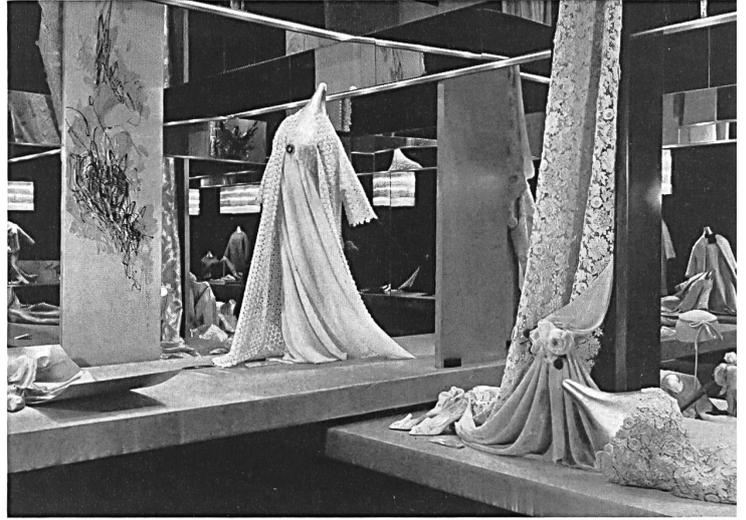
Deux aspects du salon «Création», s'ouvrant sur des perspectives parisiennes
Two views of the «Creation» salon with its Parisian decor.
Photos E. Zimmermann

Dos aspectos del salón «Création», con perspectivas parisienses como telón de fondo.
Zwei Ansichten des Salons «Création», mit Ausblick auf Pariser Perspektiven.

« Madame-Monsieur »



L'exposition « Madame-Monsieur » offrait de quoi vêtir une femme élégante de la tête aux pieds.
The «Madame-Monsieur» salon displayed a complete wardrobe for the woman of fashion.



La Exposición «Madame-Monsieur» presentaba con qué vestir de pies a cabeza una mujer elegante.
An der Ausstellung «Madame-Monsieur» konnte sich eine Frau von Kopf bis Fuss elegant bekleiden.
Photos Eidenbenz

In this special pavilion, the Swiss Fashion Exporters' Association, Zurich, in conjunction with the Swiss Association of Ready-to-Wear and Lingerie Manufacturers in Zurich and Bally Footwear Co. Ltd. at Schönenwerd, presented in a new setting designed by the Zurich graphic artist Hans Looser, a selection of men's and women's clothing and underwear as well as accessories, under the slogan «We are in the export trade!» The justification for this ambitious assertion is to be found in the new record figure of S.Fr. 161.6 million (\$ 37.5 million) reached by

Swiss clothing exports in 1964, which represents an advance of 10,6 % over the figure for the previous year, while the rate of growth was only 9,8 % for Swiss exports as a whole and 8,5 % for the textile industry as a whole. This export figure is nearly 4 times what it was only 15 years ago!

In the limited space at our disposal it is unfortunately impossible for us to do full justice to the wonderful elegance of this salon, the beauty of the models displayed, the materials, the colours, etc.

« Knitwear Centre »

Thanks to the quality and elegance of its products, the Swiss hosiery and knitwear industry plays a big part on the home and export markets. In 1964 exports of this branch totalled the sum of S.Fr. 85.19 million (\$19.75 million).

The big attraction of this pavilion was the group of real penguins in its centre portion demonstrating the elasticity of a Swiss elastic synthetic yarn. The exhibition had no overall theme but each manufacturer had his own stand, the impression of a concerted whole being given by the unity of the decoration and graphic art of all the stands thanks to Robert Häslar and Walter Flacher.



Un aspect du Centre du Tricot
A view of the Knitwear Centre
Un aspecto del «Centre du Tricot»
Blick in das «Tricot-Zentrum».



Le stand de la Société suisse de l'industrie tüllière S.A., Mönchwil, présentant des dentelles rachel pour rideaux, corsets, etc.
The Swiss Net Company Ltd., Mönchwil, stand displaying rachel lace for curtains, foundation garments, etc.
Beim Stand der Schweizerischen Gesellschaft der Tüllindustrie AG., Mönchwil, konnte man Raschelspitze für Gardinen, Mieder usw. bewundern.
Photo Eidenbenz

R. & W. GRAF, REBSTEIN (SAINT-GALL)
Broderies sur coton pour lingerie
Lingerie cotton embroideries
Bordados de algodón para lencería
Lingerie-Baumwollstickereien

