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# The Coupe d'Or du Bon Goût Français

The French Good Taste Committee is an official institution founded in Paris in 1901, which awards distinctions to firms or those who have done outstanding artistic work in the framework of international trade relations and cultural exchanges. For this purpose, it issues a certificate, a medal or the big Gold Cup. For the first time since the creation of the Committee, the Gold Cup has been awarded to an embroidery firm, that of Jakob Schläpfer & Co., St. Gall. In its preamble to the award, the Committee stated: "We thought (...) that, owing to the fame and beauty of its production, your firm was particularly well qualified to receive the tribute we wish to pay to it." The big Gold Cup for French Good Taste was therefore presented to the firm of Jakob Schläpfer & Co. by Maître Touchagues, in the presence of the Prefect, Mr. Lahillonne. In its new Teufenerstrasse offices, the Swiss embroidery firm celebrated the event with a reception for its friends, suppliers and clients as well as members of the government and the press. We would not wish to miss this opportunity of calling attention to the elegance of the firm's new commercial premises and the perfect taste in which they have been decorated and furnished. The reception was followed by an excellent luncheon at the Hecht Hotel. Our congratulations to Messrs. Jakob Schläpfer & Co. for the flattering distinction conferred upon them, which they fully deserve for the very high quality of their creations. This honour is reflected moreover upon the whole of the St. Gall embroidery industry; it confirms that this branch has by no means outlived its day but, on the contrary, shows proof of a dynamic production in step with fashion, and often even in the lead.



1



2



3

1  
The presentation of the "Gold Cup". From left to right: the Prefect, M. André Lahillonne, the famous painter Touchagues, Mr. J. Robert Schlaepfer

2  
The embroidery designer

3  
The supervisors carefully check the work of a big automatic embroidery loom and mark any defects in manufacture for subsequent correction



4



5

4  
Here is the sales manageress for a big overseas sector, where she presents the embroidery collection to the clientele

5  
Elegant afternoon dress with heavy guipure insertions

Photos Comet