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Don't miss the Swiss



While trade buyers were admiring the Swiss Fabric Library in the Houston Oaks Hotel, the public were raving about the decoratively draped novelty fabrics produced by the Swiss textile industry as they walked through the exclusive "Galleria" Shopping center.



Like the professional visitors, Switzerland's Ambassador in Washington, Anton R. Hegner, showed considerable interest in the Swiss Fabric Library and other informative material such as the "Textile Land of Switzerland" map and the "Swiss Fabric Directory". He was shown round by the VSTI director's secretary Rolf Walker.



General Sam Houston Monument
(Photo: Chamber of Commerce, Houston)

Swiss Festival in Houston/Texas

For the fifth consecutive year Houston held its now traditional September International Festival, with Switzerland being invited to take part as guest country by the Institute of International Education. This institute, which is over 60 years old is the largest and most active educational exchange agency in the United States; it not only looks after the very large numbers of international exchange students visiting the country but also assists in the further education of adults. Co-sponsors of the very popular Festival were the Coordinating Committee for the Presence of Switzerland Abroad, together with the Consulate General of Switzerland in New Orleans and the Honorary Consulate of Switzerland in Houston as well as other Swiss



△ Prominent guests from Switzerland at the Fashion Show in the famous Sakowitz store: from left to right: Minister Maurice Jaccard, Berne, Ambassador Anton R. Hegner, Mrs. Spühler, former Federal Councillor Willy Spühler and Walter Leu, SNTU Zürich.

△ A treat for Texan eyes! Evening dress by Mira L. Grossenbacher in a silk chiffon print from Abraham.

▽ Chic and sporty all day long in lightweight woollens and wool mixtures from Schild and Bleiche! Blouses and shirt in fine cotton fabric from Hausammann + Moos. Suits and trouser-suits: Neue Toga; blouses: Lavelli; blazer with trousers: Ritex for men; shirt: Nettelstroth.



economic and cultural institutions.

A particular effort was made too by the Union of Swiss Textile Industrialists (VSTI) Zurich, under the supervision of the Director's Secretary *Rolf Walker*, to encourage participation in the Swiss Festival, with the result that 20 textile firms were motivated to contribute to the Swiss Fabric Library and 12 firms to take part in the Swiss Fashion Show. The intensive work of preparation required for the Swiss textile industry's participation in the Houston festival was rewarded with considerable success.

Houston, a booming town to which only superlatives can be applied, has in the last ten years experienced a tremendous growth and today numbers over 3 million inhabitants. Oil, natural gas, mineral resources and farming have brought prosperity and new jobs. NASA's Lyndon B. Johnson Space Center has become well known all over the world through the moon landings and everyone in Texas is also very proud of the Medical Center, a \$155 million project, which since it opened in 1954 has succeeded in making a name for itself internationally. Skyscrapers shoot up out of the ground like mushrooms and Houston naturally also plays a very important role as a financial center.

There is also plenty of money about in this huge town and consequently an interest in high quality goods, as shown for example by "The Galleria" Shopping Center complex with over 1000 flourishing exclusive stores.

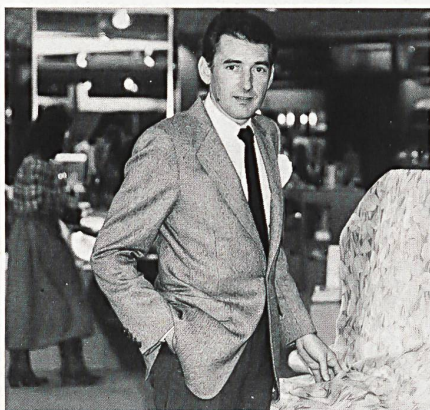
Money is brought in too by the Mexicans, who enjoy shopping in Houston and are at the same time very exacting. It is no wonder then that Swiss textiles and embroideries are much sought after in this town. Switzerland's fine cottons, like voile and batiste in luminous colors, seem just made for the hot damp climate of the Gulf region. For the cooler weather, the top favorites are lightweight woolen and



mixed wool fabrics as well as elegant, flowing silks. While it is worthwhile working hard to gain a footing on this new market, the prospects are very promising to judge from the interest shown in the Swiss Fabrics on display in windows of the various department stores and the big Memorial City Shopping Center, and from the enthusiastic reception given the Swiss Fashion Show wherever it was held.

SAKOWITZ

Sakowitz is one of the leading up-market department stores, with several branches in Houston and a recently opened new luxury store in Dallas. The Merchandise Manager, *Leonard L. Rutan*, who has many other responsibilities besides, knows all the top women's wear collections and frequently visits international fabric fairs in Europe. He was particularly impressed by the fashionable Swiss novelty fabrics:



Enchanting Swiss Fabrics...

"For over thirty years Sakowitz has been selling highly fashionable Swiss fabrics. They add a special charm to the assortment we carry and our regular customers, who are notoriously hard to please, inevitably fall for them. When buying I have to take into consideration not only the climatic conditions prevailing here in the Gulf of Mexico, but also my customers' tastes. The most popular articles are lightweight woollens and wool mixtures as well as high quality silks for the cooler weather, and fine cotton fabrics like voile, batiste and crêpe georgette for the rest of the year. The women here prefer light, luminous colors and feminine, highly fashionable designs. I always make my choice therefore to meet my customers' likes and dislikes. Price is of less importance than quality and fashionable design. Here, in the South, we have not only the very demanding wives of the oil and finance magnates but also a great many Mexican women, who come to Texas to buy their clothes. These customers—Americans and foreigners alike—are well-travelled women of society, who wish to be fashionably up to date and even avant-garde on occasion. So I would like the Swiss textile industry to provide me with more unusual, out-of-the-ordinary prints aimed at meeting the extravagant wishes of my rather special clientele. I would also like to step up and strengthen my business relations with Switzerland, where I find more willing cooperation than anywhere else in the world. Being able to count on prompt deliveries and always identical high quality is of vital importance to me as a buyer of Swiss textiles. As a result of the Fashion Show in Sakowitz's featuring Swiss models made of Swiss fabrics and embroideries, "Swiss Fabrics" has become a household word among a public extending far beyond our immediate circle of clients. This show can be considered unique of its kind in America and its success will undoubtedly be felt in our fabric department, since all the novelties shown at the fashion show are on sale there."

Swiss Fabric



Light wools—

Fine, lightweight fabrics are top favorites in the South of the USA. The fashion showings at Sakowitz's and the Hyatt Regency Hotel featuring models from Switzerland showed that Swiss manufacturers are well aware of the requirements of consumers living in a hot damp climate and are ready and able to meet them.



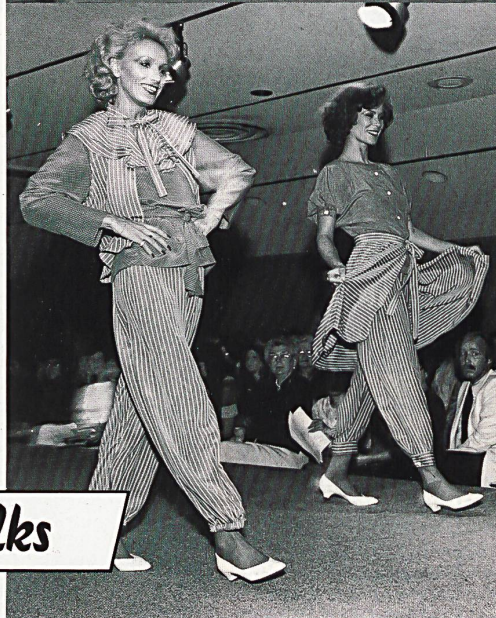
Fashion Show

After the enthusiastic reception met with last year by the Swiss Fabric Show at Swisskor 80 in Seoul, the Union of Swiss Textile Industrialists (VSTI) planned an equally fashionable participation in the Swiss Festival in Houston. 12 firms immediately offered to provide the required fabrics and the Swiss clothing industry showed itself extremely cooperative, using these fabrics to create fashionable and even avant-garde models, which were youthful, often romantic or fanciful, but also at times classical. As at the showing in Korea, the fashion and manufacturing sides of the Fashion Show were left to Christine Richter, who also supervised the choreography.

A new, not too easily satisfied requirement of the show was that the models should all be made of fabrics that Leonard L. Rutan had chosen for the novelty fabric department in the Sakowitz department store.

The fashion show consisting of 9 tableaux with 6 female and one male model was staged not only at the main Sakowitz store in Houston but also in their newly opened store in Dallas.

On the "Open Door Day", in the ballroom of the Hyatt Regency Hotel in Houston, the show was repeated three times by special request and even the television was so enthusiastic that the planned 3 minute broadcast turned into 3 x 3 minutes. These shows were attended by all levels of the population including many blacks, who followed the lively comings and goings on the catwalk with great interest and spontaneous loud applause. Even schoolchildren of the most different age-groups watched the showings and one wide-eyed little girl was heard to blurt out "It's out of this world!", an opinion that was shared in fact by the hundreds of other spectators.



fine cottons—printed silks



△ Youthful fanciful fashions in silk crêpe de Chine by Gut! The avant-garde designer Ruth Grüninger not only creates out-of-the-ordinary models for women under the trade name "Pink Flamingo" Dimoda, but has also recently launched a men's line and a shoe collection.

△ Crisp cotton voile, a typical fine Swiss cotton fabric, with fashionable printed designs, is the ideal dress material for hot summer days. Models by Pedrini in voiles by Gut and Hausamman + Moos. Embroidery collars by Forster Willi.

Swiss Fabric Fashion Show



Participating Members of the Swiss Fabric Export Group:

- * Abraham AG, Zürich
- * Bleiche AG, Zofingen
- * F. Blumer + Cie, Schwanden
- * Eskimo Textil AG, Pfungen
- * Forster Willi + Co. AG, St. Gallen
- * Grüneta Textil AG, Grüneck
- * H. Gut + Co. AG, Zürich
- * Hausamann + Moos AG, Weisslingen
- * Riba Seiden AG, Zürich
- * Schild AG, Liestal
- * Jakob Schlaepfer + Co. AG, St. Gallen
- * Schoeller-Textil AG, Derendingen
- * E. Schubiger + Cie AG, Uznach
- * Seidenweberei Filzbach AG, Zürich
- * Stehli Seiden AG, Obfelden
- * TIARA Teppichboden AG, Urnäsch
- * TISCA Tischhauser + Co. AG, Bühler
- * Webtricot AG, Brittnau
- * Weisbrod-Zürcher AG, Hausen a.A.
- * Wollweberei Rothrist AG, Rothrist

Swiss Manufacturers of the Garments for the Swiss Fabric Fashion Show:

W. Bollag AG, Jocelyn, Paris/Zürich
 Dimoda SA, Zürich
 H.W. Giger AG, Flawil
 Kaltenmark AG, Zürich
 Lavelli SA, Viganello-Lugano
 Maison Lis, Mrs. M. Minessi, Zürich
 Mira L. Grossenbacher AG, Zürich
 Moderato SA, Zürich
 Neue Toga AG, St. Gallen
 Pedrini AG, Ponte Tresa
 Paul Weibel AG, Gossau
 Wormser-Blum + Co. AG, Zürich
 Nettelstroth Shirtmakers, Olten
 Ritex for Men, Zofingen

Shoes: Bally Switzerland, Schönenwerd
Hosiery: Fogal of Switzerland, Zürich

* Participation also in Swiss Fabric Fashion Show

*A report from our fashion editor
 Ruth Hüsey*



△ The evening fashion scene is varied and full of fantasy. A soft silk chiffon print – also with figured effects – from Abraham, used by Mira L. Grossenbacher to create a number of enchanting models, met with an enthusiastic reception among the women of Texas. Forster Willi's embroidery models were also wildly applauded.

△ Figured crêpe de Chine in pure silk – a speciality of the Schubiger Silk Mills – is ideally suited to both classical and youthful styles. In fashionably luminous colors, with the subtle play of matt and shiny effects, these jacquard fabrics are very popular with ready-to-wear and high fashion designers.



△ Influenced by the Middle Eastern styles, harem pants and Palazzo pyjamas are very popular. The models in fabrics by Stehli (polyester taffeta) and Schubiger (pure silk taffeta colour-woven) were designed by Ernst Walder of the house of Moderato and are sold under the trade name "A Propos". The three romantic evening dresses in silk organza (Schubiger) were created by Maison Lis. The grey-blue evening jacket by Ritex for Men in a wool/polyester mixed fabric from Bleiche, shows that men's evening fashions can also be colourful.



Swiss embroideries – a household word all over the world! These specialties are chosen above all for romantic bridal gowns and glamorous evening dresses, for they are admirable foils to feminine beauty. Embroideries by Forster Willi and Schlaepfer, models by Maison Lis.

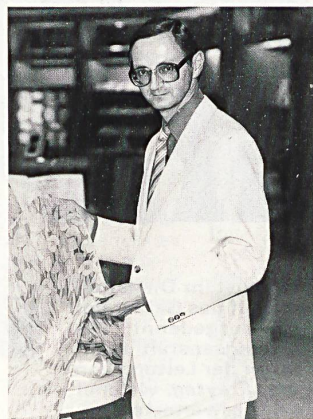


Delightful silks and embroideries



SWISS FABRIC

Rolf Walker, the VSTI Director's Secretary, who not only supervised visits to the Fabric Library set up by the Swiss Fabric Export Group but also organized the exhibitions of Swiss Fabrics in the Memorial City Shopping Center, Foley's big department store and the Hyatt Regency Hotel in Houston, as well as carrying out all negotiations with Sakowitz Inc. for the staging of the fashion show, appeared extremely pleased with the results. In his summing up after the Festival, he mentioned some of the impressions he had received:



"An unexpectedly big success"...

"As a result of the wide publicity given the event in the press and on Television, the efforts made – and they were by no means negligible – should bear fruit for a long time to come. The Swiss Fabric Library and the Swiss fabrics featured in the fashion showings aroused great interest everywhere – and even genuine spontaneous enthusiasm.

Naturally it is now up to the firms concerned to strike while the iron is hot and take advantage of the opportunity to establish future business relations on an individual basis.

Great interest was also seen to be taken in the finished models, so that the Swiss clothing industry too has an opportunity here for opening new markets.

As shown by experience, it is always best to select the contents of the Swiss Fabric Library according to the specific needs of any given market. This was particularly appreciated by trade visitors in Houston, who were looking above all for light articles suitable for the climate. It was quite surprising too that buyers even came from Dallas in order to see the novelties for themselves.

Visitors to the Swiss Fabric Library were mainly importers, agents, wholesalers and buyers for chain stores and the retail trade. Since the ready-to-wear industry is mainly centered in and around New York and San Francisco, this branch hardly exists in Houston. The talks with dealers were therefore all the more interesting as they had already been informed of the opportunities by VSTI from Switzerland. A visit to the Swiss Festival in Houston was certainly worthwhile for here the whole notion of Swiss Fabrics was clearly stamped in the minds of buyers and public alike by two easily understood displays – Fabric Library and Fashion Show."