

Zeitschrift: Éléance suisse
Herausgeber: Gesamtverband der schweizerischen Bekleidungsindustrie
Band: - (1969)
Heft: 2

Artikel: Switzerland and fashion
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-794999>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 05.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Switzerland and Fashion

Whenever the conversation turns to fashion, the names of Paris, Rome and Florence are usually heard. But never Switzerland's, or only rarely. And then at best because of St. Gallen embroidery. Specialists, however, are aware of the existence of fashion centres which the general public knows little about but which nevertheless have a determining influence on everyday fashion. They are the industrial interpreters of the designs of the major couturiers, adding their personal touch. Here, Switzerland has for a long time been one of Europe's major fashion centres. It owes its preeminence to a modern and dynamic textile industry which, in the last twenty years, has become one of the country's most considerable economic activities and whose production benefits from ever increasing international favour. The growth of exports is constant and reached 217 million Swiss francs in 1968, an increase of 9.6% over the previous year and a new record. Finally, the fact that Swiss fashion creations have been able to make their mark in countries which themselves have an active fashion industry shows the high regard in which they are held by the buying public.