

# At the swiss industries fair in Basle

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# AT THE SWISS INDUSTRIES FAIR IN BASLE



There is no longer any need to explain the role and importance of the Basle Fair in Switzerland's economic life and in this country's relations with its foreign customers. Attention should nevertheless be called to the continual efforts on the part of the Fair to give the textile and clothing industries the full importance to which their position in Swiss production entitles them. In this respect, the 43rd Swiss Industries Fair was perfectly in keeping with present trends, which require a grouping of the different branches, not only to simplify the work of businessmen but also to arouse the interest of the public, which is more and more strongly wooed by all and which is not interested in exhibitions requiring too much effort of understanding on its part. Consequently it was a good idea, as the knitwear and jersey industry occupies a special and by no means unimportant place in the clothing industry, to add a "Knitting Centre" to the traditional « Creation » hall and the "Madame — Monsieur" salon, which in its turn has become a tradition.

## *"Création"*

This year, as usual, this exhibition, arranged with eminent good taste by Donald Brun, showed all that was best and loveliest among the latest creations. A large central entrance replacing the side entrances of previous years allowed visitors a breathtaking overall view of the hall, whose beauty and splendour was enhanced by a sparkling fountain. The latest creations in the field of silks, cottons, wools and embroideries were displayed in the form of dresses pinned onto dummies on the central podium surrounding the fountain. In other parts of the hall attractive displays were arranged of all the fabrics imaginable, accompanied by accessories, footwear, etc.

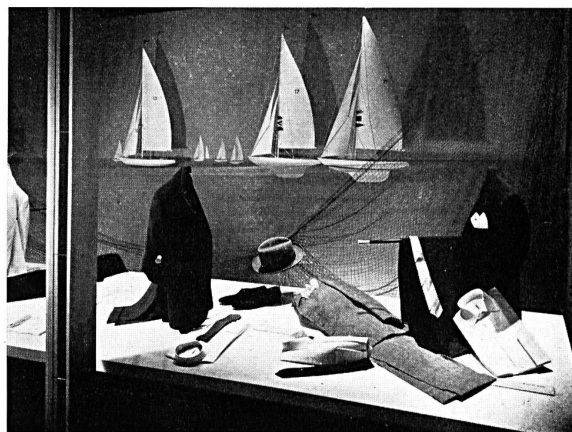
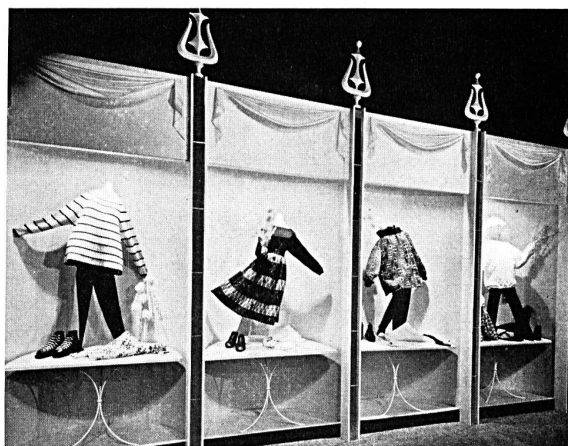


## “Madame — Monsieur”

This exhibition put on by the Swiss clothing industries has already become a tradition. Its main purpose is to give visitors a collective and anonymous display of the products of the Swiss clothing industries, arranged thematically and in settings in keeping with their use. The main group, presented in the centre, was devoted to evening wear. Silks, embroideries... the beauty of the materials, the elegance and the finish of the models are proof of the quality of the top-grade ready-to-wear



models created by Swiss firms. This also applies to the rest of the exhibits, the suits, blouses and coats, morning and afternoon dresses, sportswear, lingerie, footwear, stockings and accessories, not to mention all the different types of men's wear. The slogan of this year's display, designed by Hans Looser of Zurich, was “The magic of fashion — magical fashion”.



## “Knitting Centre”

The “Knitting Centre” was a new feature, introduced at Basle for the first time this year. It showed the products of twenty-four firms in a display arranged as a whole by the Zurich designer, Hans Keller. Sales being closely bound up with the idea of seasons and collections, manufacturers decided to show at the Fair mainly a selection of their standard production, so as to make

their names and trade marks better known to the general public. This form of prestige advertising, by which each firm takes its chance with its own models and under its own name, will perhaps have the hoped for result of establishing bonds between the anonymous crowd of visitors and the Swiss knitting and jersey industry.

