

Swiss fashion Club

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SWISS FASHION CLUB

It is five years since twenty Swiss fabric producers and ready-to-wear manufacturers first decided to get together and form the Swiss Fashion Club for the purpose of jointly producing fashion trends in sportswear. This venture is particularly interesting, as it is not so much a commercial but rather a patriotic one. The Swiss firms want to prove to themselves and to the world that their country does not only provide the right scenery and climate for tourism but also creative citizens with the ability to produce original ideas for the right type of sports and leisurewear clothes. They enjoy designing and producing the fashion collection which they present each year before an international gathering of journalists. The press is invited each year to a different holiday resort in Switzerland in order to be in the right surroundings to view a sports and leisurewear collection — this time consisting of sixty garments. After the show, visitors are asked to voice their candid criticisms. Each outfit returns to its owner and there it may or may not be included in the manufacturer's own range, but the Swiss Fashion Club collection as such is not marketed. It is merely the fulfillment of a joint effort and indeed a very good one it has become. For this year's show in Lugano was the best ever collection. (Previous shows had been held at Arosa, on the Rigi and at Seelisberg.)

The Swiss Fashion Club members "condition" one for their presentation, adding walks or a boat trip on the lake to the programme, before putting over the theme for the collection which changes from year to year. Deep thinking and assiduous preparation precede the event. The theme this year was "Tension and Relaxation", the idea being that because one nowadays has so much tension in life, one wants to relax in leisure hours or on holiday. However, few people relax on holiday from morning till night, and they may take to active sports or hobbies which again produce a form of physical tension, relieved by relaxation.

The Swiss Fashion Club colours for 1969 were well presented with a colour film comparing colours to movement, scenery, different objects and last, but not least, to fabric and design. The colours are: Yellow to gold, red, blue, grey, beige and green.

Next the participants saw the creative theme transferred into industry, in fact translated into fashion garments. All six colours were incorporated and the result was a balanced, superbly-produced collection. Most models will be brought on the market by their respective manufacturers and should sell well because the majority are fashion-conscious but wearable clothes.

The fashion parade was held around the Hotel's indoor swimming pool decorated for the occasion with palm trees on one side and snowy fir trees on the other, to remind the audience of the different seasons which this show covered.

The President of the Swiss Fashion Club, Dr. Jürg Wille, the most vigorous and best example of an active head of this organisation, personally delivered the commentary against a background of noisy, tension-producing music, then left everybody gasping when he "relaxed" by diving fully-clothed into the pool!

The collection should fulfill the national ambition of the group, namely to be trend setting in the sense of suggestion trends rather than actively promoting them.

Main fashion pointers were: Ski clothes are becoming more streamlined with the all-in-one ski-suit well to the

fore. Anoraks are figure-hugging. Raincoats are more imaginative. Leather coats are beautifully styled.

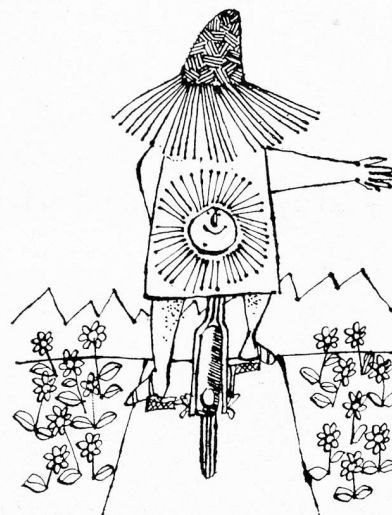
Knitwear news in the collection was made by the "cami-knicker" pullover combination for men and women and a skinny, short pullover for men to be worn under the now popular waist-length leather sports jacket.

For swimsuits, horizontal stripe patterns predominated in a number of co-ordinated outfits. A one-piece swim-suit with detachable midriff part was quickly transformed into a bikini.

A suggestion for a summer evening ensemble came with a striking Shantung silk *imprimé* design consisting of a bikini top with long hipster trousers and full-length, sleeveless coat slit to the waist at centre back.

Information regarding the Swiss Fashion Club and its members may be had from Swiss Cotton Fabric and Embroidery Centre, Swiss Centre, 10 Wardour Street, London W.1.

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Information: Swiss National Tourist Office,
Swiss Centre, 1 New Coventry Street,
London W. 1, Tel. 01-734 1921

MONTREUX — SPORT AND MUSIC

The organisers of the Montreux Music Festival (30th August-6th October 1968) have prepared a package holiday which combines Art and Sport for the first time. The programme includes ski-ing on the Diablerets Glacier (10,500 ft.), water ski-ing and other forms of water sports in Lake Geneva and attendance of musical concerts, all on the same day. Three, five and seven day inclusive arrangements are offered. Full details can be obtained from: Bureau du Festival de Musique, 1820 Montreux, Switzerland.

[S.N.T.O.]