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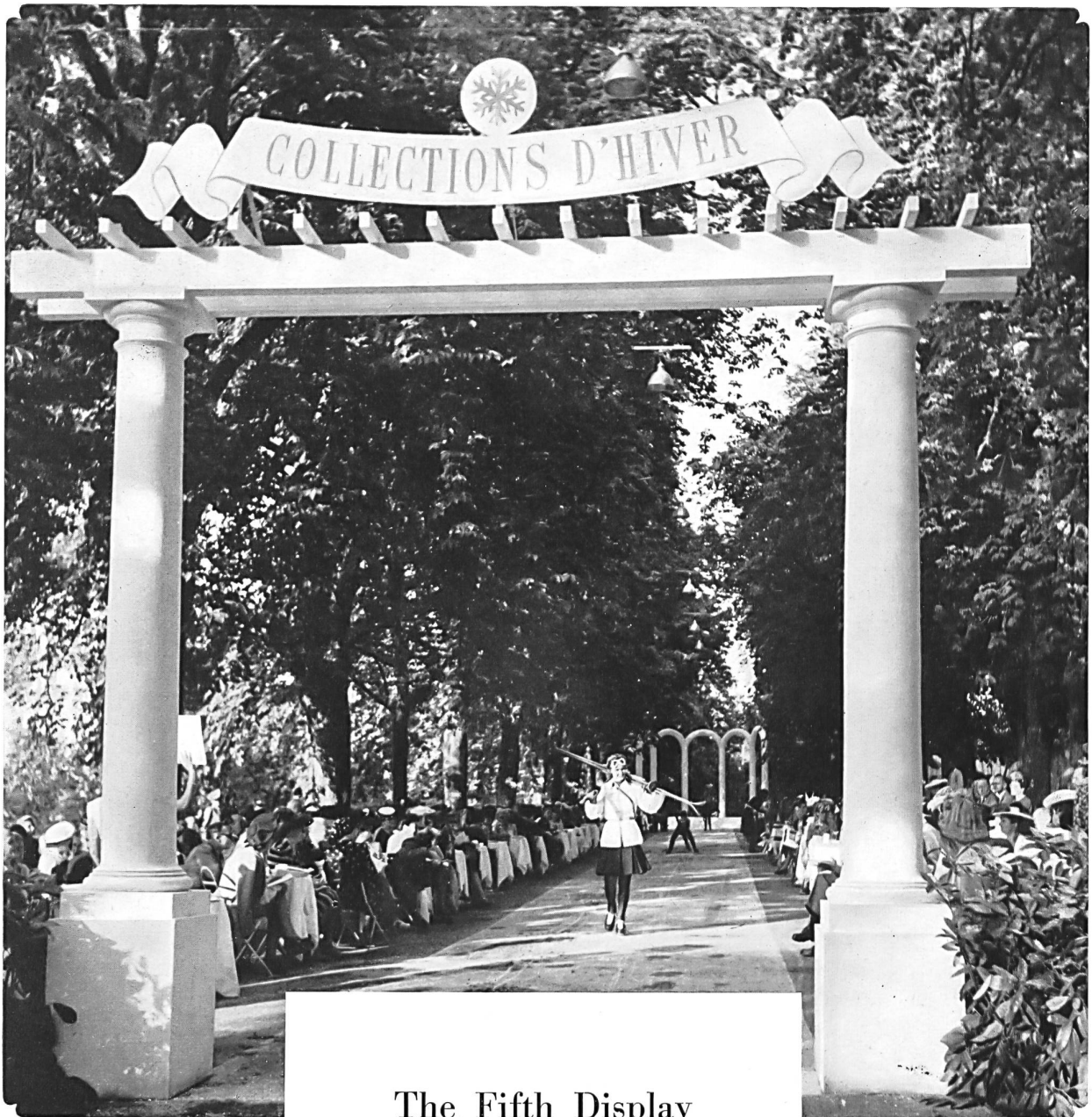
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The Fifth Display

Photo Bräm

“Swiss Fashion Textiles”

Fashionable meetings must be held in an appropriate setting. The richly shaded lawns of the Parc des Eaux-Vives in Geneva, the spacious drawing-rooms of the Bellevue-Palace in Berne, lent the necessary atmosphere of decorous stateliness to the fifth “Swiss Fashion Textiles” Display held on August 26th and 27th, and September 7th last.

Feminine charm sometimes needs an incentive to rebound triumphant, with still greater self-assurance, from one season in its decline to the peak of the next. Creators of fashion in Switzerland have all the talents and capacities necessary to give this incentive, despite the fact that the sources whence they used to draw their inspiration have ceased to flow. For the Swiss must now seek possibilities of renewal and expansion entirely within their own frontiers.

Photo Tenca



Photo Cadoux



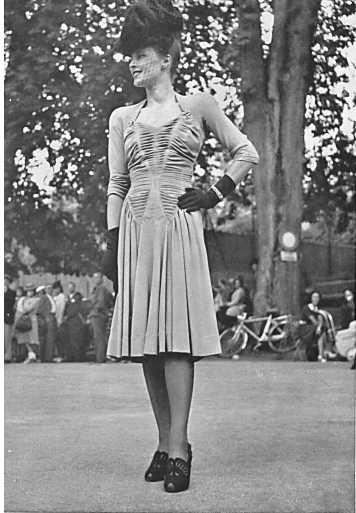


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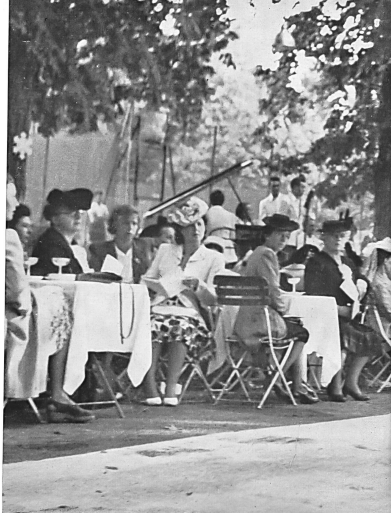


Photo Tenca

New fabrics — mixtures of wool and rabbit wool or dog hair, wool and staple fibre, felted staple fibre fabrics — have all the seductiveness of pre-war "pure" woollen materials... Dressmakers have asserted their excellent taste and artistry and a magnificent ease of interpretation... But there is no end to what we could say of this Display. We must be content to present today a few "snapshots" of the Parade, the various scenes of which "Swiss Textiles" will reproduce in detail in their next number: "Holidays in the Snow".

Encouraged by the Swiss Office for the Development of Trade in its great solidary effort to maintain a reputation which no impediment born of difficult times, however great, must be allowed to tarnish, the Swiss fashion crafts and textile industry have given concrete proof of their soundness, their optimism and inexhaustible ingenuity in the fashion parade entitled "Holidays in the Snow", presenting models for the coming season.



Photo Coloux



Photo Bertrand

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