

New from the trade

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NEWS FROM THE TRADE

SWISS FINE FABRICS IN NEW YORK

The « Swiss Fabric Group », representing the interests of the Swiss Cotton Industry in the United States, organised a fashion parade in New York which took place at the Ritz-Carlton on February 7th in the presence of many Swiss personalities in America and an audience of some 400 spectators.

Swiss fine cottons : batiste, voile, dotted Swiss, organdie, etc. were presented in the form of models for the



Afternoon dress by L. Aldrich in navy blue Swiss organdy.



Dress by « L'Aiglon » en crush resistant Swiss voile.

summer by thirty-seven American clothing manufacturers. It was a case of showing that fine cotton fabrics such as are made in Switzerland are particularly well suited to American fashions and climate, for all occasions during the day and evening, not only because of their

THE ST. GALL LINEN INDUSTRY

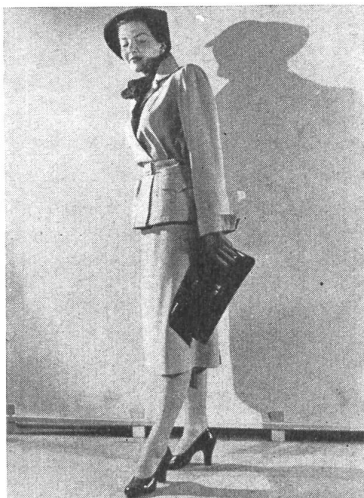
The firm Ciba Ltd. of Basle has devoted No. 89 (February 1950) of its interesting periodical in German (Ciba Rundschau) to the linen industry of St. Gall. It contains several very well-informed articles on the origin and growth of the town of St. Gall and of the linen industry. These articles are richly illustrated with numerous reproductions of engravings and documents of the period. This particular number is worthy of its long line of predecessors both as regards presentation and contents which are pleasing and at the same time informative.

freshness and intrinsic value, but also thanks to the quality of their finish which assures them attractive and lasting qualities. Thus not only are they pleasant to wear and see when they leave the shop, but also after they have been used and washed. Extremely well organised, and having created the best impression with both specialists and laymen alike, the fashion parade of the Swiss Fabric Group (which guarantees the Swiss origin of its fabrics by a registered trade mark) has certainly contributed to strengthening further the well-deserved prestige already enjoyed by fine Swiss cottons, in the United States.

TEN OF LA FONTAINE'S FABLES INTERPRETED BY DOXA

To celebrate its sixtieth anniversary in 1949, Doxa, the watchmaking firm at Le Locle, published a charming little work containing ten fables of La Fontaine, arranged by Louis Loze and beautifully illustrated in colour by Eric Poncy ; a catalogue of watches is inserted in the cover. This ingenious and amusing form of publicity is presented in a manner worthy of the fine products of this well-known firm.

GOOD TASTE



An important exhibition of masculine and feminine elegance, organised by two Swiss associations, those of the couturiers and master tailors, was recently held in Zurich under the above name. There were about a hundred dresses, tailormades, sports suits, coats, jackets, overcoats and clothes for dressy occasions, etc., about thirty of which were for men. What seems to us to be worthy of note in this display is the fact that the fabrics used were all of Swiss manufacture. The woollens and worsteds, manufactured by twenty different Swiss firms, had been supplied by the committee for promoting Swiss woollen fabrics. After the foreign press — the British in particular — had praised the merits of these woollens, the Swiss public was anxious to come and see them for itself. It was not disappointed, for the materials presented were of the very finest quality. The day has indeed passed when Swiss mills only delivered heavy cloth suitable for peasants' clothes; nowadays they are capable of



delivering fine worsteds in classic and fancy styles for the smart man or woman, robust woollens for sportswear, rich and comfortable reversible fabrics for overcoats, in a wealth of textures, designs and colours that need fear no

competition. Greatly admired were the fabrics particularly fashionable at the moment: the diagonal weaves, cords, gabardines, frescos, etc. (See the special contribution of the *Swiss Wool Industry* in our next issue.)

HATS OF YESTERDAY AND TO-DAY

This charming exhibition which was such a brilliant success in Paris last summer, was presented at the Arts and Crafts Museum in Zurich this spring. The « Union française des arts et du costume » who organised it, succeeded in gathering together a remarkable collection of some two hundred hats, which made it possible « not only to display almost without a break the continuity of one of the elements of costume over a period of two centuries, but also to give a complete picture of those fashions for men and women which have been particularly affected by the caprices of taste ». It was all the more fitting to hold this exhibition in Switzerland, as this country is the world's principal producer of millinery braids.

This was realised by the small group of people who were responsible for bringing this particular exhibition to Zurich, and who have thrown themselves wholeheartedly into a campaign in favour of hats being worn by women.

NEW SHOES

As is their custom, the firm Bally Ltd. of Schönenwerd recently invited their friends and the press to a small friendly gathering in Zurich where they presented their new spring and summer models for 1950. Unfortunately we cannot enter here into all the details of the new trends which are now apparent in the field of footwear. Let us merely call attention to the two outstanding features of the day: first of all, the walking shoe tends to look heavier and larger than ever while becoming more and more supple, comfortable and light to wear; secondly, the dressy shoe for the afternoon and evening is becoming lighter and more open, hardly consisting of anything more than a delicate intertwining of fine straps, while court shoes are being cut lower than ever on the side. In closing, we must not forget to mention that the new Bally collection met with great success at this presentation, which augures well for the success it will soon have with its clients.

CLOTHING INDUSTRY'S SALES WEEK

Swiss clothing manufacturers have just presented their intermediate summer collections, inspired by this spring's Paris collections, to their Swiss and foreign clients. Demand, on the part of Swiss buyers at any rate, is still great and emphasis continues to be laid on quality. With their orders for the summer already delivered, clothing manufacturers took advantage of this occasion to present their most elegant models, which are generally the finest in the retail trade collections. Simplicity is the general rule, as we have often said, in these dresses, suits and coats, most of which are more inspired by Paris fashions than copied from them; the line, on the other hand, is all the more studied and the materials are magnificent. We noticed some very beautiful Swiss fabrics in wool, cotton, rayon and pure silk.

