

"Textiles suisses" is twenty-five years old!

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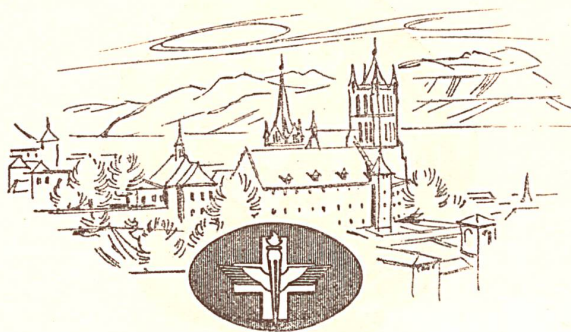
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Lausanne, February 1951

«Textiles Suisses» is Twenty-Five Years Old!

Twenty-five years is as nothing in the scale of history, but nowadays a periodical such as ours which lives to be twenty-five has good reason to be satisfied with its achievement. That is why the Swiss Office for the Development of Trade, publishers of *Textiles Suisses*, have thought it fitting to commemorate its twenty-fifth anniversary by publishing this special number giving a general overall picture of Switzerland's textile industries. We dedicate it to our friends, readers and collaborators of to-day and yesterday, both in Switzerland and abroad. This publication is a token of gratitude to all those who have made it possible for our efforts to be crowned with success. In particular, we owe a debt of gratitude to Swiss manufacturers and exporters and their trade groups who, with unflinching devotion, have made it possible for *Textiles Suisses* to appear and to develop. We wish to thank too the numerous collaborators abroad, the Swiss Legations, Consulates, Chambers of Commerce and, finally, the wide circle of readers and subscribers everywhere who contribute to the spreading of *Textiles Suisses* all over the world. It is thanks to this collaboration that our publication has been able to become the true export organ for Swiss textile creators and manufacturers and, at the same time, to assume the role of a welcome messenger in professional textile circles abroad.

We feel that up till now we have fulfilled our task more or less successfully but in any case with the sincere desire to do well. With a very modest beginning in 1926 and appearing only irregularly, *Textiles Suisses* has since become a quarterly review, published regularly in several languages. Through the years, this periodical has been the expression of the efforts of Switzerland's textile industries to make known their products, and these efforts have very frequently been undertaken with the collaboration or under the aegis of the Swiss Office for the Development of Trade, such as collective participation in international exhibitions, in the Swiss National Exhibition of 1939, the display of specially created fabrics within the framework of «Swiss Textiles for Fashion», etc. But the main purpose of our periodical has always been the presentation in as varied and original a form as possible, by illustrations and articles, of fabrics, clothes, fashion accessories, etc. as and when they have been created.

However, of what value are the loveliest fabrics if they cannot be used to full advantage according to the dictates of fashion? It is here that the important and creative role of Haute Couture, of which Paris is the most obvious expression in the whole world, comes on the scene. The reflection cast by Paris, the «City of Light», is necessary to Swiss fabrics. From its first unsteady beginning, *Textiles Suisses* has therefore given particular prominence to the Paris models for which Swiss textiles are used as raw materials. We are grateful for this collaboration which has been strengthened during the course of the last few years and to which a special article is devoted in this number. Parisian couture and fabrics of Switzerland — *Textiles Suisses* spreads their fame equally throughout the world.

We hope that *Textiles Suisses* may long continue its work in the interests of international trade, thanks to the indispensable support and collaboration of our Swiss and foreign friends.

ALBERT MASNATA

Director of the Swiss Office for the Development
of Trade.



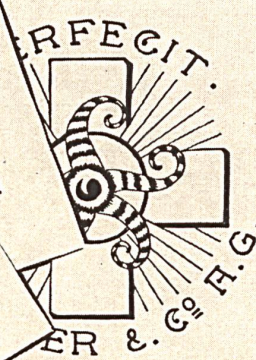
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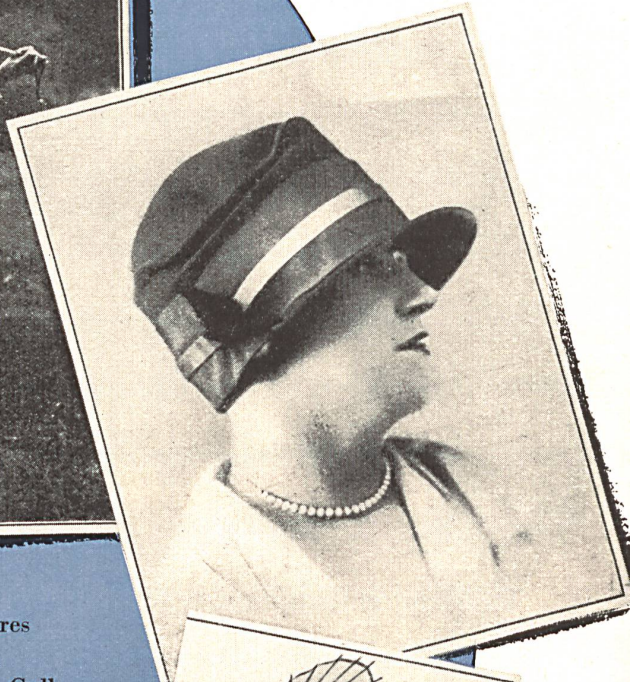
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Illustrations from the editorial pages of the first numbers of «Textiles Suisses».



Mistinguett figures prominently, in a dress of St. Gall embroidery.

