

# 23rd Swiss Export Week Zurich

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SEMAINE SUISSE D'EXPORTATION

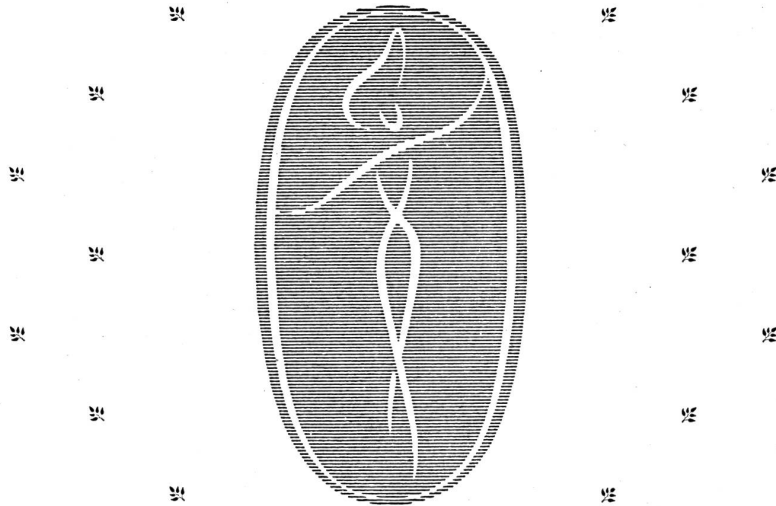
SWISS EXPORT WEEK

SCHWEIZER EXPORTWOCHE ZÜRICH

# Swiss Clothing Industry

*Ladies ready-to-wear Knitwear Jersey*

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## 23<sup>rd</sup> SWISS EXPORT WEEK ZURICH

16<sup>th</sup> TO 21<sup>st</sup> NOVEMBER 1953

*Spring and Summer Ranges*

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The Secretary of the Exporters Association of Swiss Clothing Industry  
is at your disposal for any information you may require

*Exporters Association of the Swiss Clothing Industry*

Secretary: Zurich, 37, Utoquai Phone (051) 32 71 78

# On the occasion of the 23rd Swiss Export Week

November 16th to 21st, 1953

BY PROFESSOR A. BOSSHARDT

Head of the Exporters Association of the Swiss Clothing Industry, Zurich

For about a year now, Swiss exports of ready-made clothing and jersey and knitted articles have been benefiting, firstly, by a great improvement in the international economic situation, particularly on the consumer goods market, and secondly by the gradual easing of the restrictions on the exchange of goods and currency. Under the influence of these two factors, exports of articles of clothing underwent a sharp increase during 1952. From 26.8 million Swiss francs during the first half of 1952 (for Swiss customs items 530 to 556) they jumped to 41 million francs during the second half. For the first half of the present year they amounted to 37.7 million; the slight falling off indicated by this figure is misleading, for exports of clothing are generally greater in the second half of the year than in the first, owing to the larger proportion of woollen articles. During the last five years at any rate, the export figures for ready-to-wear clothing and articles of knitwear and jersey have been, without exception, higher in the second than in the first half of the year and the highest figures have always been recorded between the months of September and December. If therefore the total figure for exports of articles of clothing during the first six months of 1953 is some millions of Swiss francs below that of the maximum recorded during the second half of 1952, it is nonetheless 11 million Swiss francs — that is 40% — greater than the figure for the first half of 1952 (26.8 million Swiss francs), and about 7 million Swiss francs greater than the corresponding figure for the first half of 1951 (30.0 million Swiss francs), that is to say the peak of the period of great activity brought about by the Korean war. The effect of the improvement in international trade on the field under consideration here is clearly marked.

In the total figures for exports of clothing, the export of *dresses* shows itself once more to be the *decisive factor*. In actual fact, for some years now there has been a very noticeable upward movement in this field, which is striking not only for its comparative magnitude but particularly for its consistent and lasting character. For three years now, the half-yearly figures for exports of this branch, formerly considered as unimportant, have shown without exception a constant and continuous increase. Let us take the first half of 1950 as a basis for comparison: Swiss exports of dresses in woven fabrics for women and girls amounted at that time to no more than 4 million Swiss francs. A year later this figure had been doubled; during the second half of 1952 it exceeded 10 million Swiss francs and for the first half of 1953 13 million, that is to say 3.3 times the figure for the first half of 1950. It is dresses in silk and artificial fibres, the export of which has only doubled in the last three years, that have taken the

smallest part in this development, whereas the figures with respect to cotton dresses have been tripled, and with regard to *woollen dresses*, coats and *embroidery* articles been increased as much as eight-fold.

These figures moreover, do not include embroidered blouses which, being typical articles of St. Gall, come under the heading "embroideries" at the Customs in eastern Switzerland and therefore do not appear in the figures of the statistics concerning ready-to-wear clothing.

The figures given above for exports of dresses refer exclusively to *articles in woven fabrics*; they would be considerably increased if the figures for exports of *jersey dresses* and other *knitted* garments of outerwear for women were included. These particulars cannot however be supplied, as Swiss foreign trade statistics — as opposed to those of other countries — make no distinction, in the field of hosiery and knitted wear, between outer and under garments, nor between articles for men and those for women. It is only by a general revision of Switzerland's customs tariffs — at present in process — that the much desired improvement in this field will be obtained.

An examination of item 545 of the Swiss customs tariff "Woollen hosiery and knitted wear", does however make it possible to conclude that this branch too has developed greatly during the last three years. We can see that for this item exports have almost doubled in the course of the three years under consideration, rising from 7 million Swiss francs for the first half of 1950 to 13.2 million for the same period of 1953; exports for the second half of 1952 amounted to as much as 15.3 million Swiss francs. Everything would seem to indicate that this considerable improvement is due above all to the increase in exports of women's clothing.

While the institution of the *Swiss Export Weeks* is of vital importance for exports of ready-to-wear clothing made of woven fabrics — it is really, in this case, a question of to be or not to be! — the situation is far from being the same with regard to knitted and jersey outerwear. Nevertheless, the number of manufacturers of the latter branch who take part in the Swiss Export Weeks is continually increasing, which is one of the reasons for the rise in the total number of manufacturers belonging to this organisation. The increase in the figures for exports and the increase in the number of those taking part in the Export Weeks are two phenomena which unquestionably influence each other. Seventy-two manufacturers (a number never before reached) from all branches of the women's clothing industry (outer garments) will be taking part in the 23rd Swiss Export Week (from November 16th to 21st, 1953) in Zurich. Everything seems to promise that this fashion event will once again achieve considerable success.

## CONFORMÉMENT A LA TRADITION...

nous présentons dans notre numéro d'automne la confection, les tricots et jerseys suisses en vue de la 23<sup>e</sup> *Semaine d'exportation*. Ne pouvant, en règle générale, montrer ici les modèles de printemps/été dont la primeur est réservée aux acheteurs étrangers qui se rendront à *Zurich du 16 au 21 novembre 1953*, nous donnons, dans les pages qui suivent, un aperçu des collections d'automne présentées lors de la précédente « semaine ». Nous n'avons donc pas la prétention de donner ici un tableau de la mode — tout ce que nous voulons, c'est attirer l'attention des intéressés sur la variété des articles et leur présentation impeccable, car...

conformément à la tradition également, les fabricants suisses de « prêt à porter » et de vêtements tricotés qui tiennent à leur réputation, n'offriront à leur clientèle que des articles non seulement élégants mais aussi d'une qualité irréprochable en fait de matières premières, fournitures, coupe et exécution.

## IN KEEPING WITH TRADITION...

we are presenting in this autumn number some glimpses of Swiss ready-to-wear clothing, knitwear and jerseys, in view of the coming *23rd Export Week*. Being unable as a general rule to show here the spring/summer models, a first viewing of which is reserved for the buyers from abroad who will be visiting *Zurich from November 16th to 21st 1953*, we are reproducing on the following pages some models from the autumn collections presented during the previous "Export Week". We are therefore not attempting to give here a picture of the fashions — all we wish to do is to draw the attention of those concerned to the variety of the articles and their impeccable finish, because...

in keeping with tradition too, Swiss manufacturers of ready-to-wear clothing and knitted garments who are careful of their reputations, only offer their clients articles that are not only elegant but also of incomparable quality from the point of view of the raw materials and supplies used, the cut and execution.

## UNSERER TRADITION FOLGEND...

bringen wir in unserer Herbstnummer im Hinblick auf die 23. *Schweizer Exportwoche* wiederum die Erzeugnisse der schweizerischen Konfektions-Industrie, Trikot und Jersey. Da es uns meistens nicht möglich ist, hier Frühlings- und Sommermodelle zu zeigen, deren Erstaufführung den ausländischen Käufern reserviert ist, die sich an die 23. Schweizerische Exportwoche vom 16. bis 21. November 1953 nach Zürich begeben werden, zeigen wir auf den folgenden Seiten eine Uebersicht der Herbstkollektionen, die an der letzten Exportwoche vorgeführt worden sind. Wir erheben also nicht den Anspruch, ein Bild der Modetendenzen zu vermitteln. Vielmehr liegt uns nur daran, die Aufmerksamkeit der Interessenten auf die Mannigfaltigkeit der Artikel und deren tadellose Präsentation zu lenken.

Denn die schweizerischen Konfektionäre und Wirk- und Strickwaren-Fabrikanten legen auch hierin der Tradition folgend Wert auf ihren Ruf und offerieren ihren Kunden ausschliesslich Artikel, die nicht nur elegant, sondern auch in Bezug auf die verwendeten Rohstoffe, Zutaten, Schnitt und Ausführung von einwandfreier Qualität sind.



El-El S. A., Zurich

Photo Matter



Maison Gack, Zurich  
Manufacture de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.

Photo Matter



**R. Cafader & Cie, Zurich**

Robes de style juvénile.  
Damenkleider im jugend-  
lichen Genre.  
Manufacturers of youthful  
ladies' dresses.

Photo Matter



E. Weber & Cie, Zurich

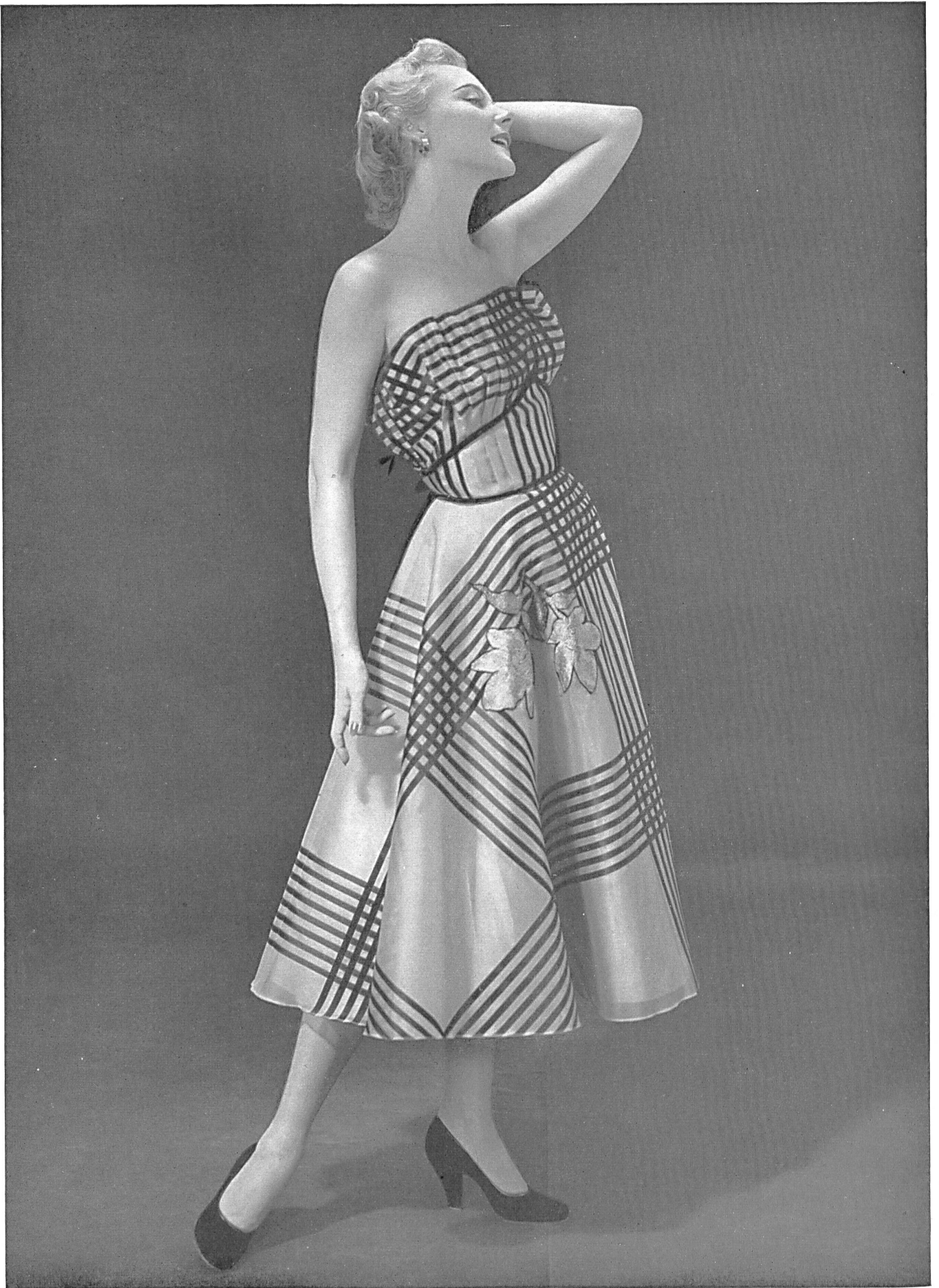
Photo Lutz





**Maison Gack, Zurich**  
Manufacture de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.

Photo Matter



**Weko, Zurich**

**Jakob Weil & Cie,  
Diessenhofen**

Photo Lutz

Fabrique de vêtements pour dames.  
Manufacturers of ladies' apparel.  
Damenkleiderfabrik.



Photo Matter

**Maison Gack, Zurich**  
Manufacture de robes.  
Manufacturers of ladies' dresses.  
Damenkleiderfabrik.



Photo Lutz

**H. & A. Heim S. A., Zurich**

Robe du soir en organza ombré, pure soie.  
Evening dress in pure silk shaded organza.  
Abendkleid aus Organza ombré, reine Seide.



Robe de cocktail en ottoman.  
Ottoman cocktail dress.  
Cocktailkleid aus Ottoman.



Robe d'après-midi en zibeline de laine grise ornée d'une broderie de laine nouvelle.

Afternoon dress in grey wool zibeline trimmed with a novel wool embroidery.  
Nachmittagskleid aus grauer Wollzibeline mit neuartiger Wollstickerei.



Elégante robe moulante en souple lainage gris.  
Smart close fitting dress in soft grey wool.  
Elegantes Linienskleid aus weicher grauer Wolle.

H. & A. Heim S. A., Zurich

Photos Lutz



« KATEX » Kaltenmark & Cie, Zurich



« TRIMACO »

Bullmann & Cie, Zurich

Photo Schmutz



« KATEX » Kaltenmark & Cie, Zurich

Fabrique de robes.  
Manufacturers of ladies dresses.  
Damenkleiderfabrik.

Photos Stwolinski





**Jaro S. A., Zurich**

**Robes et blouses.  
Gowns and blouses.  
Kleider und Blusen.**

Photos Stwolinski





**Société Anonyme Jacob Scherrer,  
Romanshorn**

Très élégante blouse blanche et noire  
en popeline de coton lourde, lavable  
et infroissable, pour le jour ou le soir.

Very smart white and black blouse  
in heavy cotton poplin, washable and  
crease-resisting, for day and evening  
wear.

Sehr aparte weiss-schwarze Bluse aus  
schwerer Baumwollpopeline, wasch-  
bar und knitterfrei für den Tag und  
den Abend.

Photo Hönig

**« DUBARRY »**

**Käte Schenkel-Eckert, Horn**

Blouse de broderie.  
Embroidery blouse.  
Stickerie Bluse.

Photo Lutz





« BLUNOR »

Lucien Nordmann, Berne

Blouses.

Photos Hoinig

Photo Lutz

« ROSALINE »

E. & H. Dreyfuss S. A., Saint-Gall

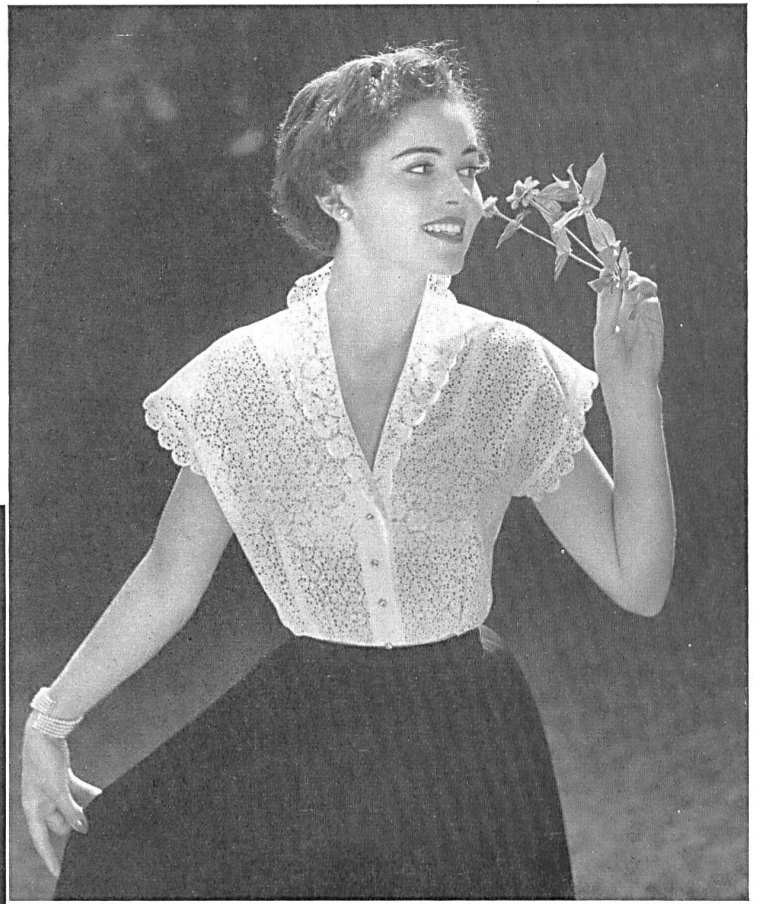
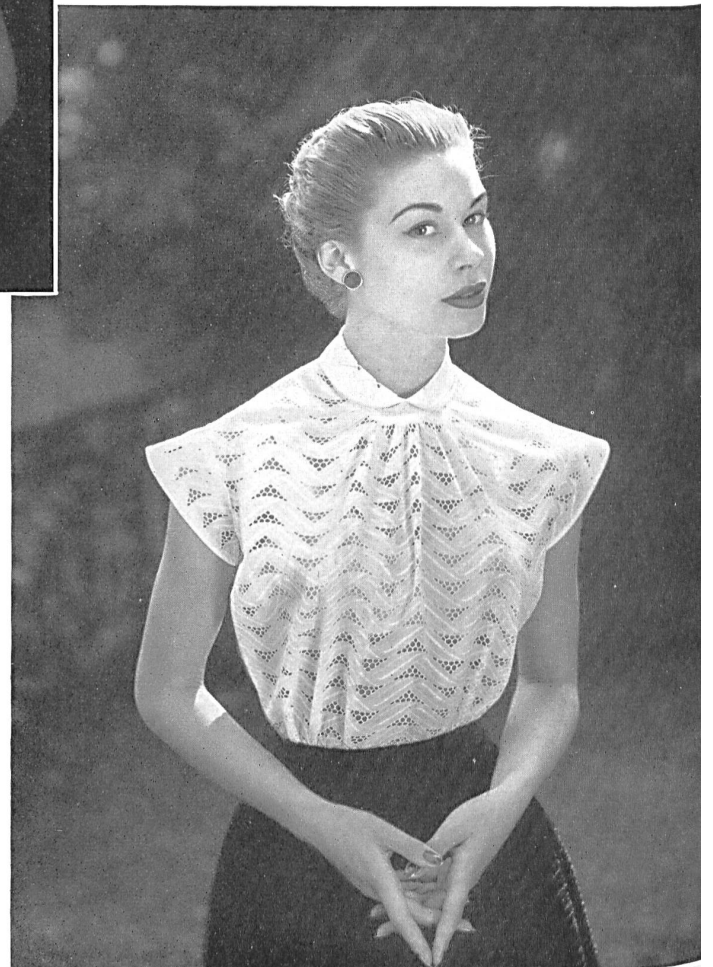


Photo Matter

Fabrique de blouses pour dames.  
Manufacturers of ladies' blouses.  
Damenblusen-Fabrik.

Photo Lutz





« DUBARRY »

Käte Schenkel-Eckert, Horn

Blouse de popeline.

Poplin blouse.

Popeline-Bluse.

Photo Lutz

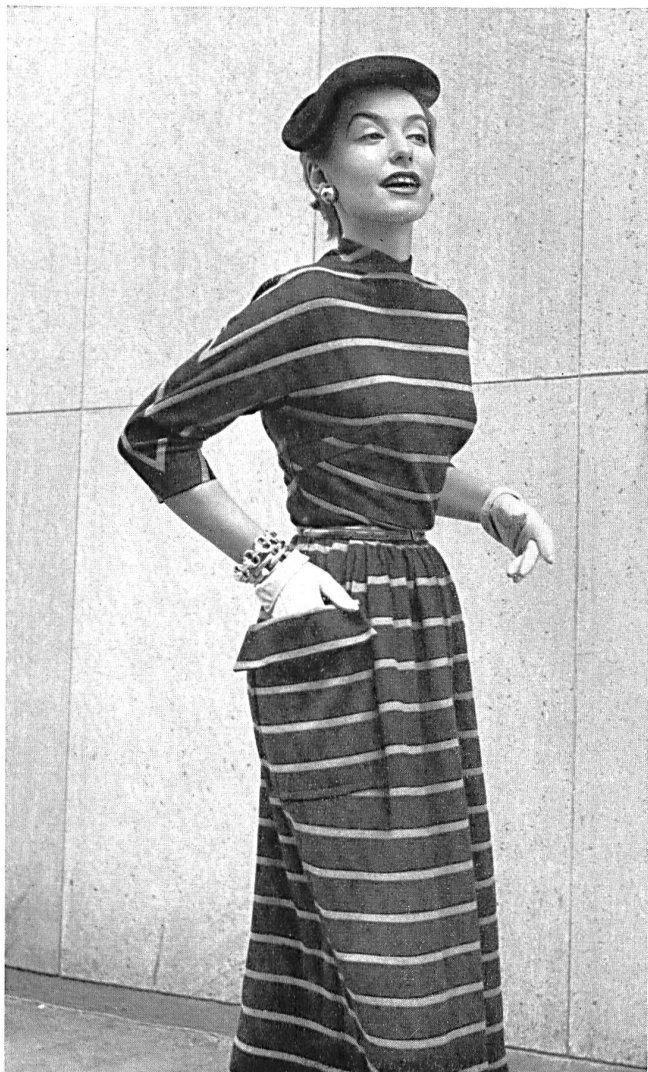
R. Anderes S. A., Saint-Gall

Fabrication — Robes et Costumes —  
Nouveautés — Jersey

Manufacturers — Ladies' dresses and  
suits — Novelties — Jersey

Fabrikation — Damenkleider und  
Kostüme — Neuheiten — Jersey

Photos Stwolinski





Arthur Schibli S. A., Genève

Photos Matter





Otta S. A., Zurich

Manteau tonneau en brill peck noir, doublé pied de poule noir et blanc, écharpe en daim rouge.

Photo Moser

« ESQUIRE »  
Canzani & Cie,  
Zurich

Photo Lutz





Arthur Schibli S. A., Genève

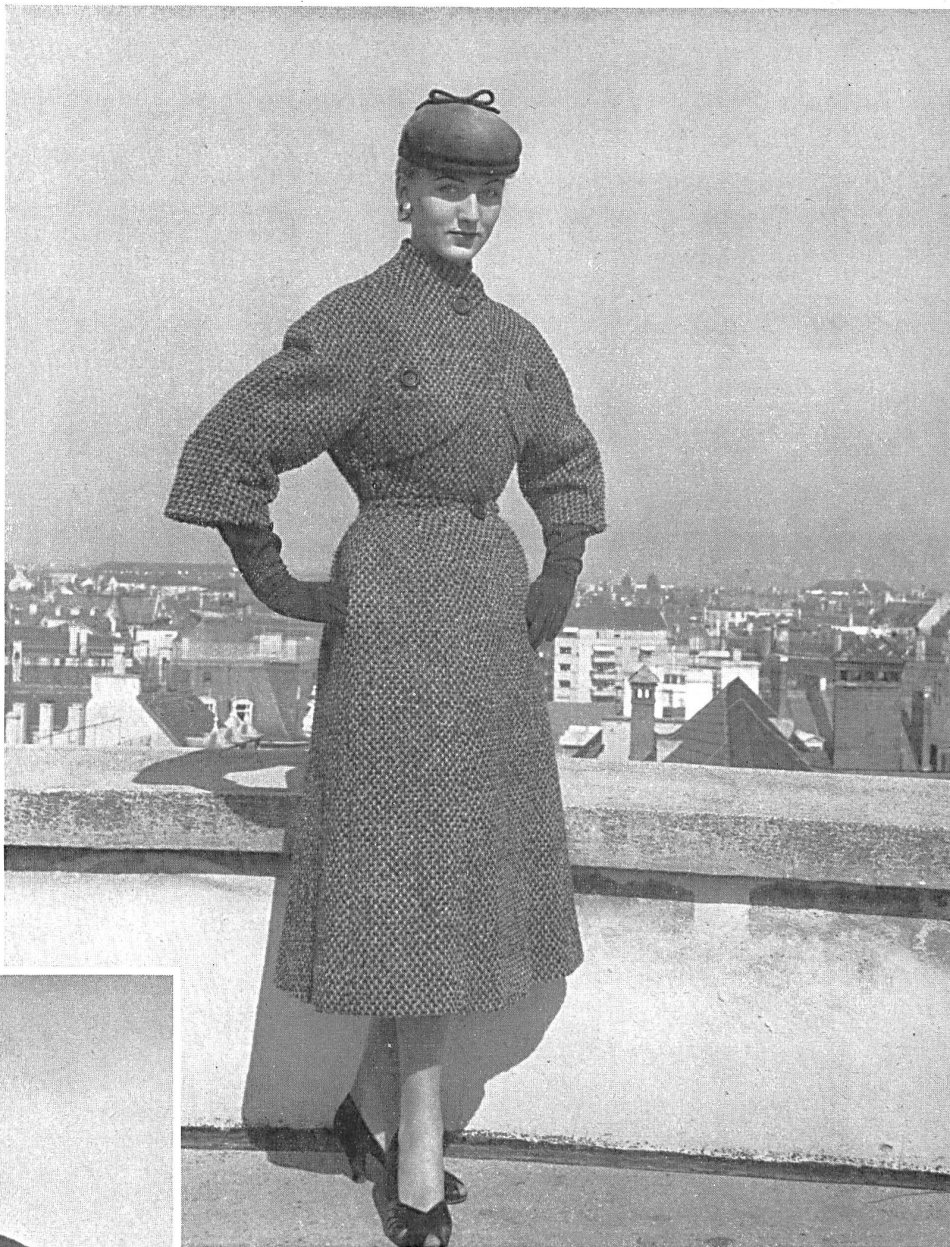
Photo Hans Matter





Otta S. A., Zurich

Photos Moser



Redingote en gros tweed brume.  
Manteau tonneau en flamenco noir et vert.



**Maison Samuel Blum, Zurich**

Manteaux — Costumes — Jupes

Coats — Suits — Skirts

Mäntel — Kostüme — Röcke





**Beblo S. A., Bâle**

Manteaux et costumes pour dames, de fabrication soignée et de genre élégant.  
Manufacture of smart and fine quality ladies' coats and suits.

Fabrikation eleganter und hochwertiger Damenmäntel und Kostüme.



**Felwa S. A., Hérisau**

Fabrication de manteaux imperméables, de vêtements en cuir et de sport.

Manufacturers of rainwear, leather and sports wear.  
Fabrikation von Regenmänteln, Leder- und Sportbekleidung.

Photo Lutz

**« EMAND », Emil Anderegg S. A., Weinfelden**

Spécialiste en imperméables en popeline et gabardine de coton, en gabardine de laine et en nylon, pour dames et messieurs. Pardessus mi-saison pour messieurs, vestons de sport, blouses de ski, etc.

Specialise in men's and women's raincoats of poplin, cotton gaberdine, wool gaberdine and nylon. Between season coats for men; sports jackets and ski jackets, etc.

Spezialisiert für Damen- und Herren-Regenmäntel aus Baumwollpopeline u. -Gabardine, Wollgabardine, Nylon usw. Herren Übergangsmäntel, Sportvestons, Skiblusen usw.

Photo Lutz



Felwa S. A., Hérissau



Photo Lutz

Photo Lutz



« EMAND », Emil Anderegg S. A.,  
Weinfelden



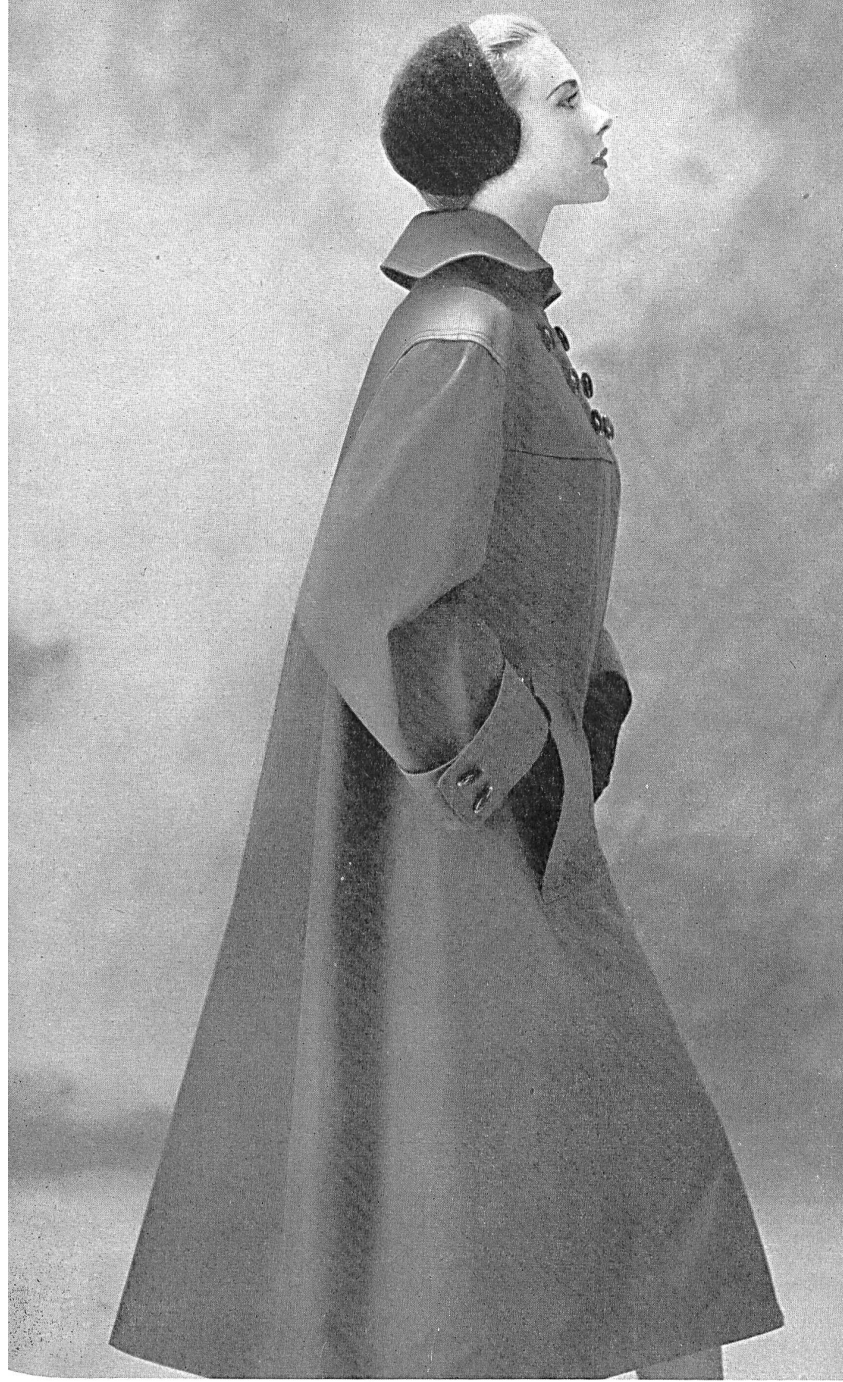
La manche basse, à coupe kimono dans le dos, donne une note particulière à ce manteau de pluie. The low inserted sleeve and the kimono style at the back give an original touch to this model. Der tiefeingesetzte Aermel vorn mit Kimonoschnitt im Rücken gibt diesem Modell eine ganz spezielle Note.

Un manteau de pluie simple, sobre et élégant. All women will love this simple, quiet and smart raincoat. Einfach, schlicht und deshalb so elegant wird dieser Regenmantel von jeder Dame gern getragen.

Bischoff Textil S. A., Saint-Gall

Photos Lutz





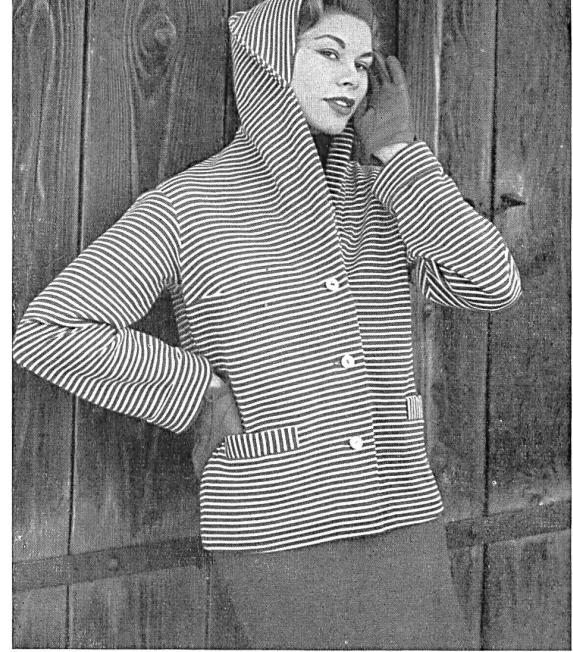
Manteau popeline double retors imprégnée, manches nouvelles, larges manchettes, boutonage original.  
 Waterproof two-fold poplin coat, novel sleeves, wide cuffs, unusual buttoning.

« CROYDON » Respolco S. A., Zurich

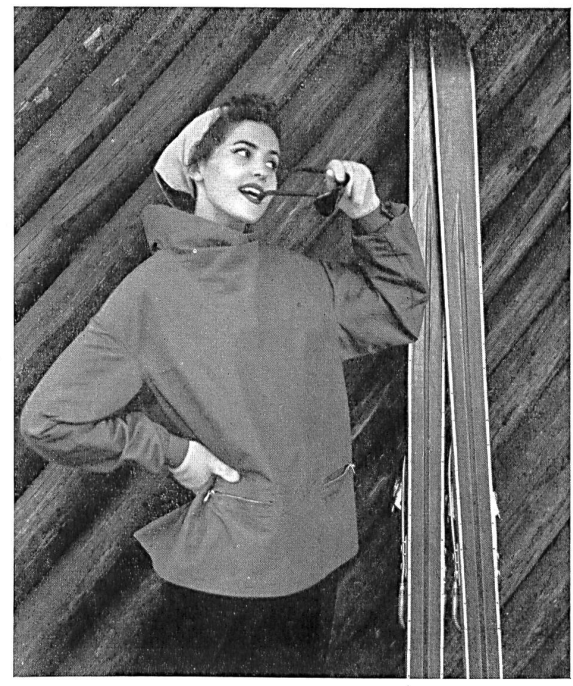
Blouse de ski tous temps, popeline double retors imprégnée, manches de forme nouvelle.  
 Allweather ski blouse made of waterproof two-fold poplin with comfortable sport sleeves.

Pratique jaquette nouvelle à rayures, doublure popeline double retors, fermeture éclair.  
 Smartly cut and wearable jacket, striped wool lined with two-fold poplin, fastened with zipper.

Confortable jaquette de sport réversible : peluche de laine blanche et popeline double retors, col cheminée tricoté.  
 Comfortable reversible sports jacket : white wool teddy-bear and two-fold poplin, novel knitted collar.



« HISCO » His & Co S. A., Murgenthal





**Victor Tanner S. A., Saint-Gall**

Pullover de sport à grosses mailles.  
Sport sweater in heavy knit.  
Sportpullover grobmaschig.

Photo Siegfried





Victor Tanner S. A., Saint-Gall

Photos Siegfried

Costume sport en tricot  
avec devant en daim.  
Knitted suit with deer skin front.  
Trikot-Kostüm mit Wildleder Vorderteil.



Costume en tricot de laine avec effet mohair.  
Knitted suit in wool with mohair effect.  
Kostüm aus Wolltrikot mit Mohaireffekt.



**HUBERT  
DE GIVENCHY**  
boutique

Costume  
en « Tri-co-tiss »  
en exclusivité  
pour « SNAKY »

**Oumansky & Cie, Genève**

Photo Tenca



**JACQUES GRIFFE**

deux-pièces blouson,  
en « Tri-co-tiss »  
en exclusivité pour « SNAKY »

**Oumansky & Cie, Genève**

Photo Tenca



1

**Société Anonyme Jacob Scherrer,  
Romanshorn**

1. Robe sportive élégante, de ligne très simple, en velours imprimé. Le col se porte ouvert ou fermé.

Smart sporty dress, very simple style in printed velvet. The collar may be worn open or done up.

Sportlich elegantes Kleid in einfacher Linienführung aus bedrucktem Samt. Kragen zum offen oder geschlossen tragen.

2. Modèle moderne très élégant en tricot de luxe, pour dames à la silhouette mince.

Very smart model in de luxe knitted fabric for slim women.

Ein wirklich modernes hochelegantes Modell aus Tricot de Luxe für die schlanke Dame.

3. Deux-pièces alluré et jeune en splendide jersey. Se porte avec un pullover ou une blouse.

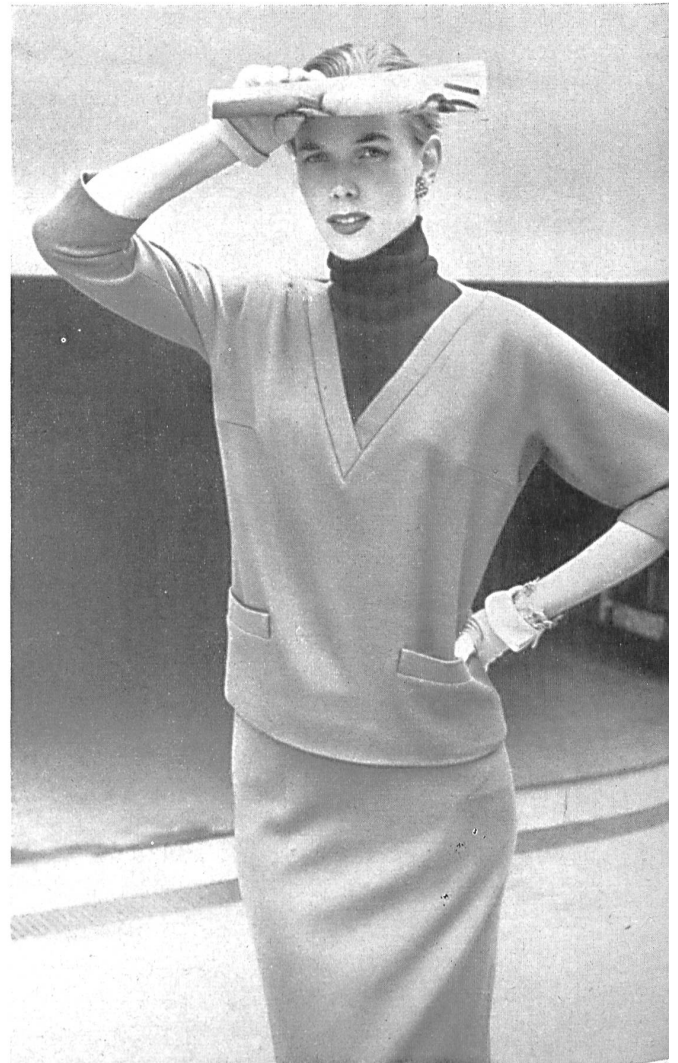
Very smart youthful two-piece suit in a lovely jersey fabric; to be worn with pullover or blouse.

Jugendlich rassiges Deux-Pieces aus fabelhafter Jersey-Qualität. Wird mit Pullover oder Blouse getragen.

Photos Hoenig

2

3





« PREISA »

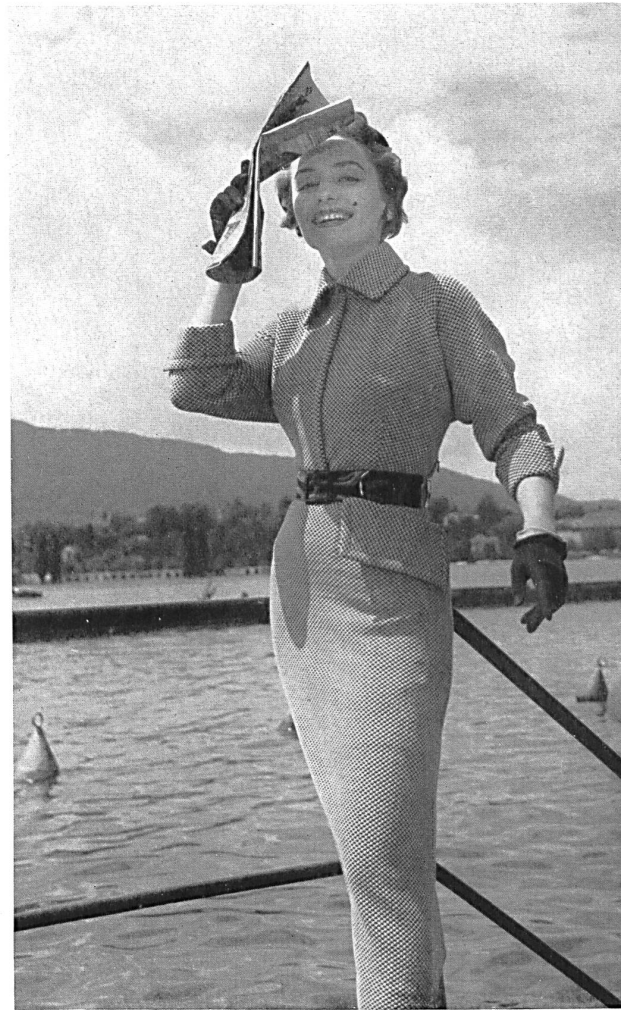
Alfred Preisig & Cie, Saint-Gall

Originale robe en jersey, à jupe plissée.

Original jersey dress with pleated skirt.

Ganz apartes Kleid mit plissiertem Jupe, aus Jersey-Trikot.

Photo Lutz



↑  
← « ISA »

Jos. Sallmann & Cie, Amriswil



Photo Lutz

« EGEKA »  
Krähenbuhl & Cie, Clarens-Montreux  
Fabrique de bonneterie — Knitwear manufacturers.  
Costumes, robes, pullovers et cardigans.  
Suits, dresses, pullovers and cardigans.  
Ensemble « Clapotis »  
jupe, pull et boléro.  
« Clapotis » three piece ensemble.



**« VOLLUS »**  
**Vollmöeller, Uster**  
 Fabrique de bonneterie.  
 Knitting Works.  
 Wirkwarenfabrik.  
 Photos Schmutz



**R. Anderes S. A., Saint-Gall**  
 Fabrication — Robes et Costumes —  
 Nouveautés — Jersey.  
 Manufacturers — Ladies' dresses and  
 suits — Novelties — Jersey.  
 Fabrikation — Damenkleider und  
 Kostüme — Neuheiten — Jersey.  
 Photo Stwolinski



**« VOLLUS »**  
**Vollmöeller, Uster**



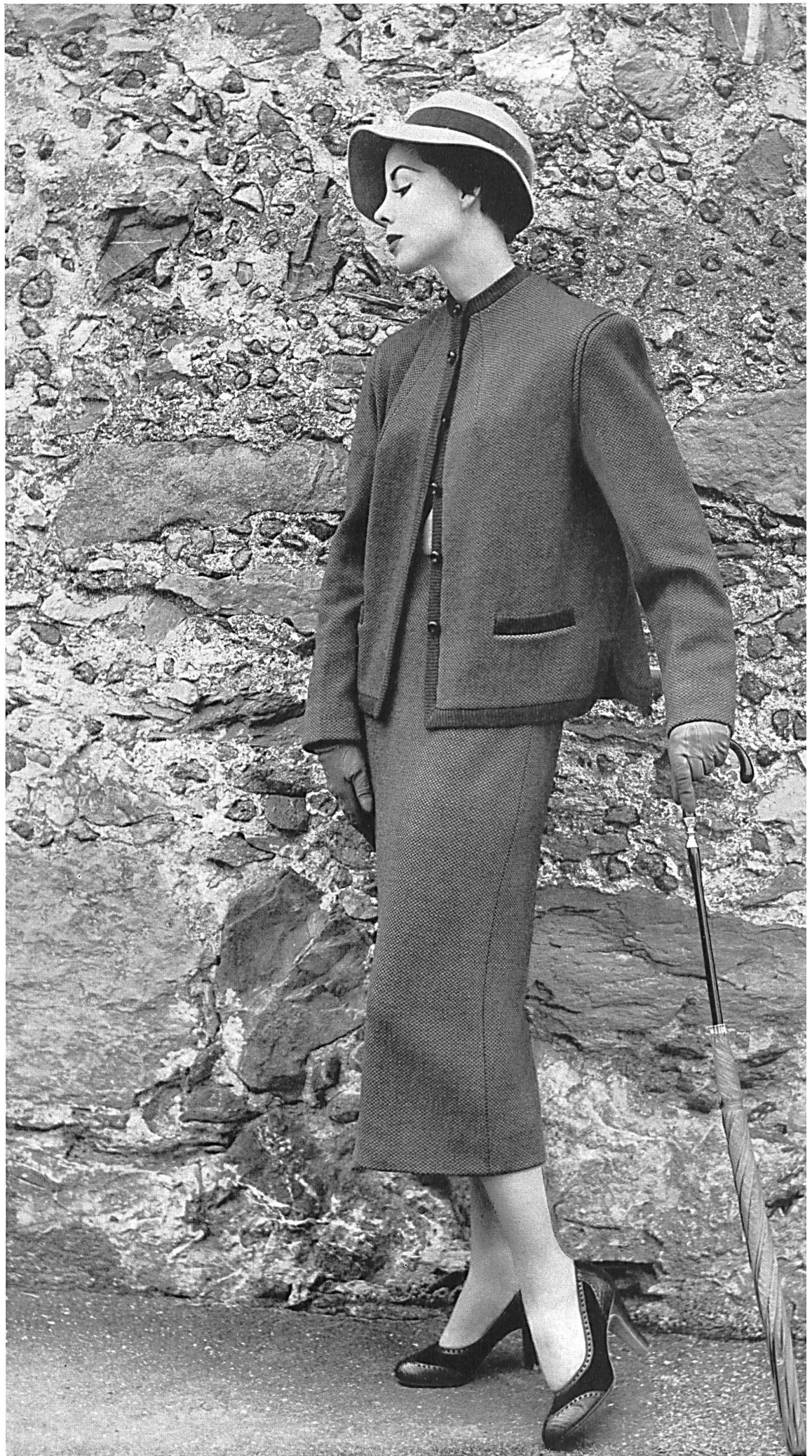
**« HELVETRICOT »**  
Devaud, Kunstlé & Cie S. A.,  
Genève

Tricots et jerseys.  
Jersey and Knitwear.

Photo Droz







« SWISSNIT »

Swiss Knitting Co.,  
Knechtli & Cie S. A.,  
Zollikofen-Berne

Photo Lutz

« YALA »  
 Jakob Laib & Cie, Amriswil  
 Fabrique de bonneterie.  
 Knitwear manufacturers.  
 Tricotfabrik.  
 Photos Lutz



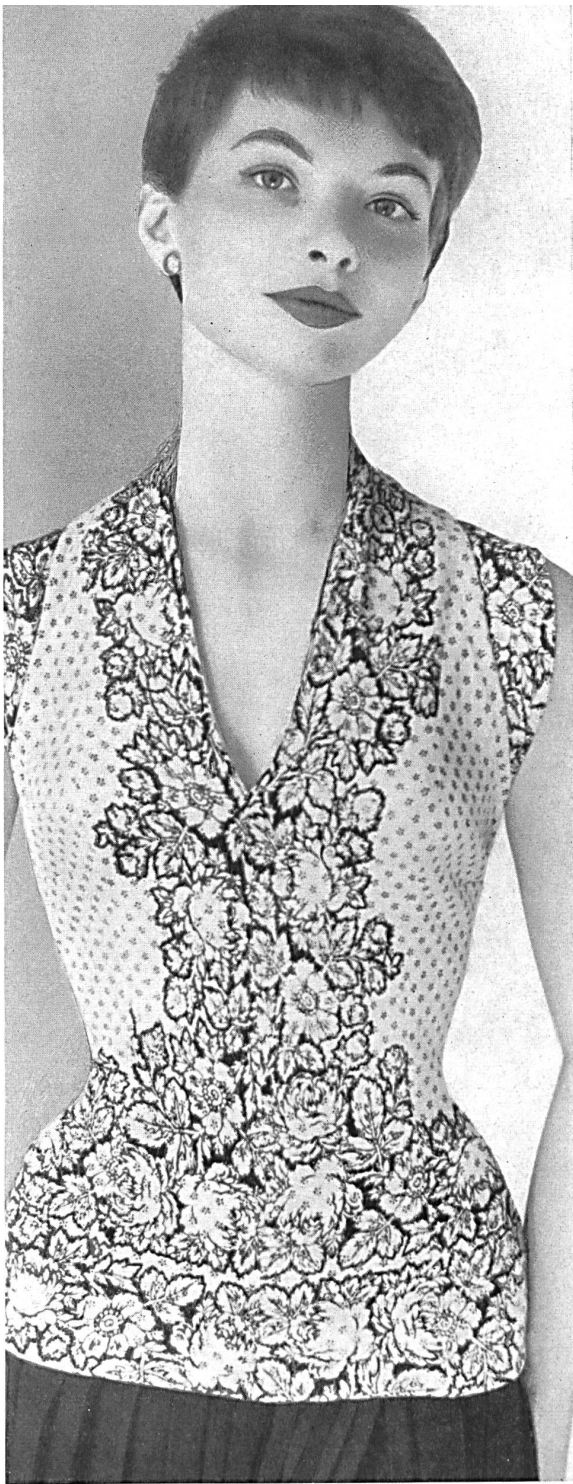
Fabrique de tricots.  
 Knitwear manufacturers.  
 Strickwarenfabrik.  
 Vêtements soignés pour dames et enfants.  
 Beautifully made women's and children's wear.  
 Gediegene Damen- und Kinderbekleidung.

La Maille, Lausanne



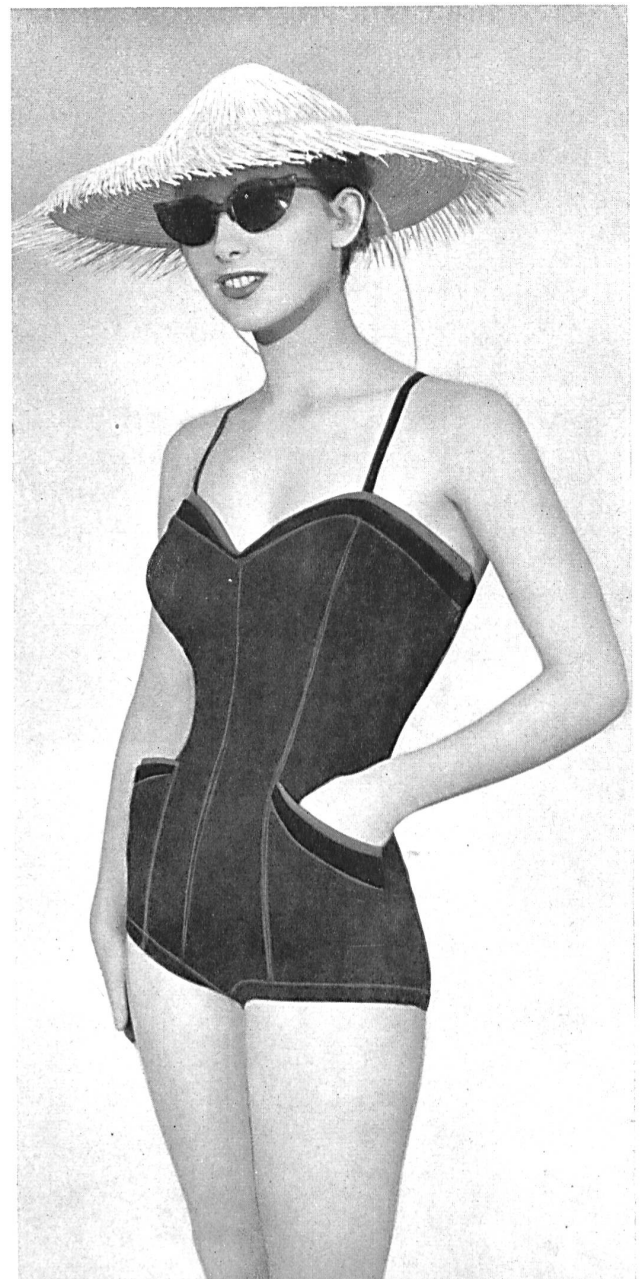


**« ALPINIT »**  
**Ruepp & Cie S. A., Sarmenstorf**  
Tricots et jerseys.  
Photo Lutz



Pullover imprimé à la main de la collection 1954.  
 Hand printed pullover from the 1954 range.  
 Handbedruckter Pullover aus der 1954 Kollektion.

« WIELER »  
 Pius Wieler Fils, Kreuzlingen  
 Photos Hœnig



Costume de bain tricoté en nylon Hélanca.  
 Knitted Helanca nylon swimming suit.  
 Gestrickter Badeanzug aus Helanca Nylon.



**Lahco S. A., Baden**

Ravissants maillots de bain en lastex, nylon et coton, nouvelles coupes très étudiées. Délicieuses vestes de plage en coton, dessins exclusifs, doublées de tissu éponge.

Beautiful lastex, nylon and cotton bathing suits, new and well fitting form. Lovely cotton beach jackets with very exclusive patterns, terry-cloth lined. Entzückende Badeanzüge aus Lastex.

Nylon und Baumwolle; sorgfältig ausgearbeiteter neuartiger Schnitt. Wunderbare Strandjacken aus Baumwolle mit exklusiven Mustern, mit Frottiertuch gefüttert.

Photos Stwolinski

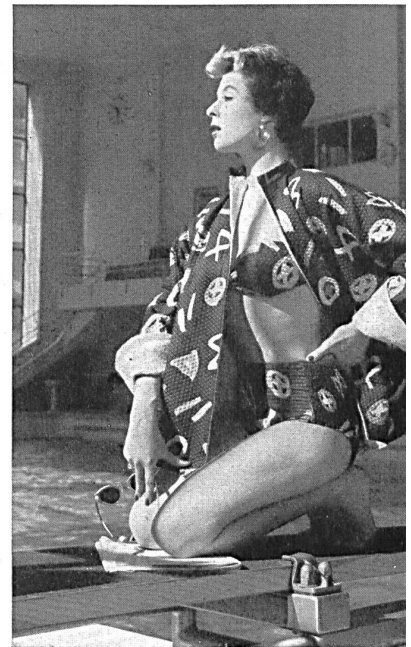




Photo Lutz

« SAWACO »

S. A. W. Achnich & Co., Winterthur  
Nouveautés en tricot.



**« PREISA »**  
**Alfred Preisig & Cie,**  
**Saint-Gall**

Pullover jersey imprimé  
 main.

Hand printed jersey fabric  
 pullover.

Handbedruckter Jersey-  
 Tricot Pullover.

Elegant pullover en broderie  
 de laine sur tulle.

Smart pullover, wool em-  
 broidery on tulle.

Eleganter Pullover aus  
 Wollstickerei auf Tüll.

Photos Lutz



**« HISCO »**  
**His & Co. S. A., Murgenthal**

Elégante jaquette sportive en tricot d'un genre  
 nouveau.

Smart sporty jacket in a new type of knit.

Sportliche, elegante Jacke in neuartiger Strick-  
 technik.

Photo Lutz



72

Photo Lutz

**Felwa S. A., Hérisau**

Fabrique de vêtements en cuir et de sport.  
 Manufacturers of leather and sports wear.  
 Fabrikation von Leder- und Sportbekleidung.



« CAMP », Humbert Entress S. A., Aadorf

Fabrique de tricots — Knitwear Manufacturers — Strickwarenfabrik

Photo Lutz



**Nabholz S. A., Schoenenwerd**

Fabrique de tricotages.

Jersey manufacturers.

Tricotfabrik.

Robes — Jupes — Pullovers.

Dresses — Skirts — Pullovers.

Kleider — Röcke — Pullover.





« TRICOTAN »

Paul Annen fils, René Wegeli succ., Genève

Photos Matter



Nouveautés ville et sport en pullovers, jaquettes, cardigans, gilets, etc.

Fashion pullovers, jackets, cardigans, waistcoats etc., for town and sports wear.

Neuheiten für Stadt und Sport in Pullovers, Jacken, Cardigans, Westen usw.



**« ZIMMERLI »**

**Tricotages Zimmerli & Cie S. A., Aarbourg**  
Strickereien — Knitting Works.

Un modèle de notre collection automne/hiver très appréciée.  
A model from our successful fall/winter range.  
Ein Modell unserer erfolgreichen Herbst/Winter-Kollektion.

Photo Hans Matter



« HERISA »  
Aebi & Cie S. A., Hérissau  
Tricots et jerseys.  
Knitwear and jersey.  
Photo Lutz



« PRIORA »

**Joh. Laib & Cie S. A., Amriswil**

Fabrique de bonneterie — Knitwear manufacturers  
Strik- und Wirkwarenfabrik.

Photo Lutz

