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Wool always reigns supreme in springtime



Beige after ski trousers and ivory coloured sweater.

The International Wool Secretariat (I.W.S.) — or rather its Zurich office — held an interesting exhibition under the title «Wool, always Queen in Springtime», at the Congress Hall in Zurich on February 16th this year. Wool is still too often considered by members of the general public as a winter textile, whereas the progress achieved in the use of this fibre during recent years makes it an ideal textile for wear all the year round; let us add that its properties of thermal insulation make it particularly suitable for wearing in spring when the temperature is so changeable. It was therefore mainly with a view of calling attention to its great possibilities of use that the I.S.W., in collaboration with the Swiss Association of the Wool Textile Industry, the Swiss Association of Hosiery Manufacturers and the Swiss Association of Clothing and Underwear Manufacturers, organised this exhibition, which included a very interesting fashion parade. Members of the press were shown a display of woollen fabrics of all kinds — 95 % of which were of Swiss manufacture — admirably illustrating the wealth of possibilities of the wool textile industry (the display was made even more interesting by the inclusion of some old textiles dating back to the 2nd century of our era and kindly loaned by different Zurich museums). Various photographs and pictures devoted to sheep farming and wool production completed the exhibits. The fashion parade consisted of a hundred or so models of day and evening dresses, skirts, blouses, suits, coats, town and country outfits, jackets, pullovers, etc., made by Swiss ready-to-wear and knitwear manufacturers. It should be added that this exhibition enabled those present to gain some very useful information concerning wool production in general, and the Swiss wool

During the fashion show.



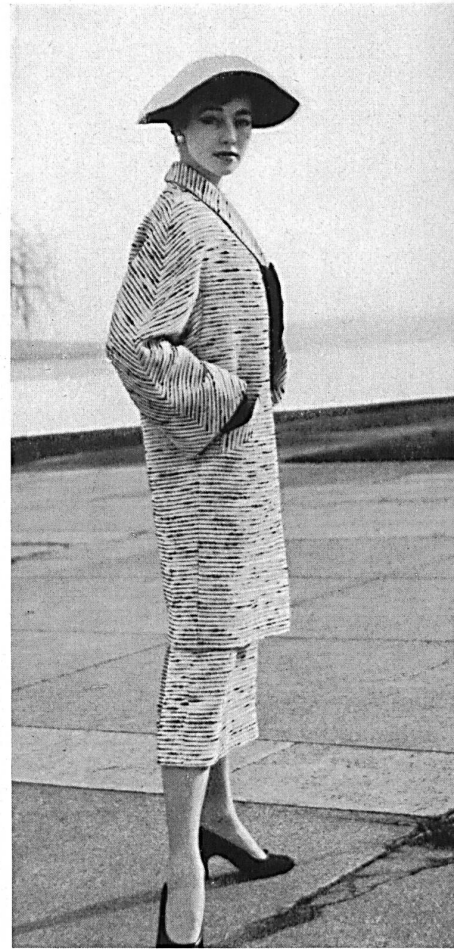
A view of part of the Exhibition.





Grey metallic jersey evening gown.

PHOTOS TENCA



Black and white fancy tweed ensemble.

textile industry in particular, and representatives of the associations concerned had the opportunity of making known the special problems peculiar to their particular branch. The excellent technical and artistic presentation of the exhibition itself was the work of Peter W. Schuppisser and Anneliese Itten.

Fire red cocktail dress in wool and hare hair.



Deer coloured cloth ensemble.



Fire red redingote.

