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Autor: [s.n.]
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Wool in Switzerland

As we have several times had occasion to point out in the pages of this periodical, the Swiss wool textile industry has developed considerably during the last few decades. In order to make the products of this branch more widely known, the Swiss Association of the Wool Textile Industry and the Swiss Office of the International Wool

Secretariat in Zurich frequently organise displays, not only for members of the trade but for the general public too.

We should like to mention here two presentations we attended recently, one organised by the International Wool Secretariat and the other with its collaboration.

«Wool always reigns supreme in springtime»

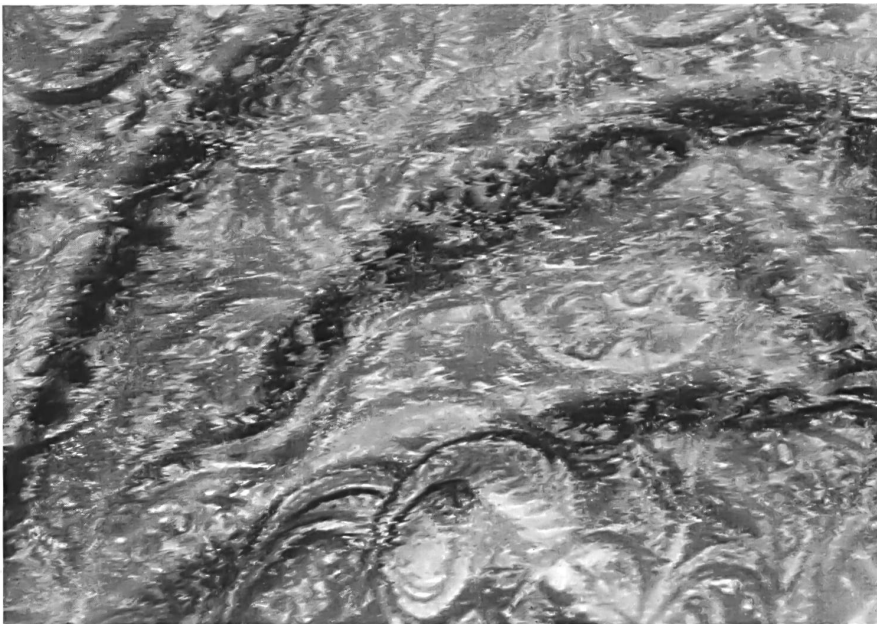
Evening dress in warp-printed woollen fabric.
Model: *Iris Mode Ltd., Staffelbach.*

Photo Matter

Fabrics seen at the parade :

Robt. Schwarzenbach & Co., Thalwil
Woollen fabric with warp-printed paisley designs.

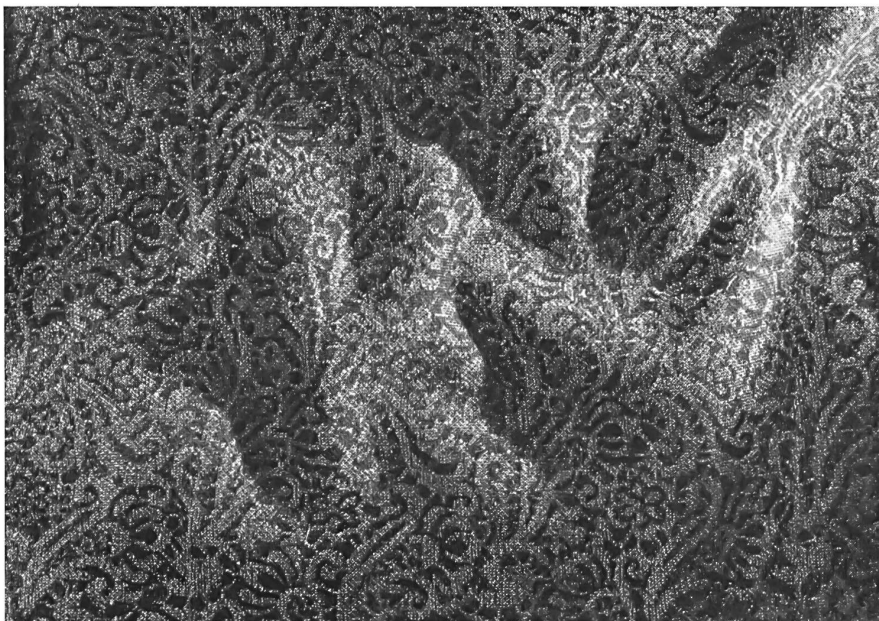
Photo Droz



Fabrics seen at the parade :

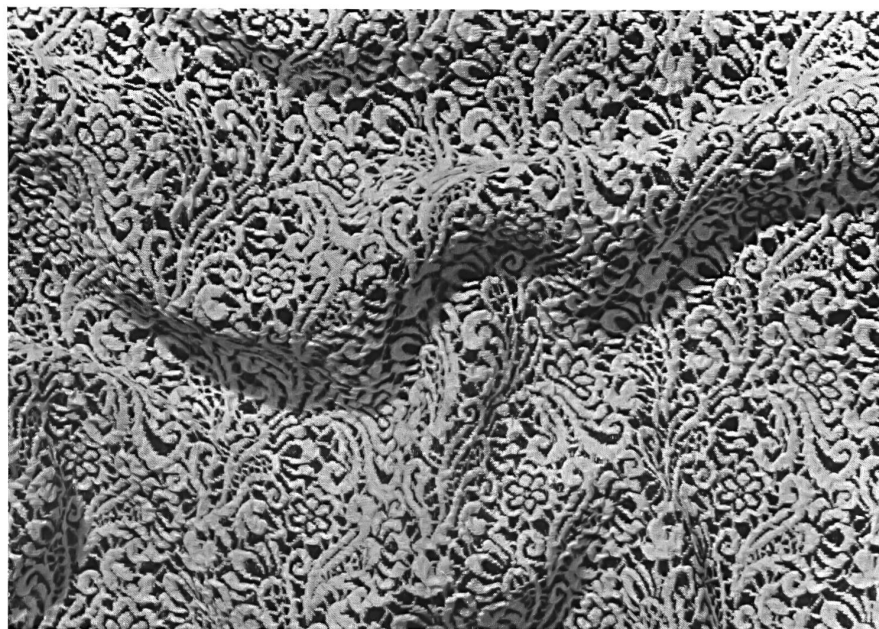
BELFA - Oumansky & Co., Genève

« Etincelle » (reg. trade name) knitted fabric in wool and silver lamé, trade mark « Tri-co-Tiss », which gives a dazzling effect under artificial lighting.



Pure wool relief Wevenit knitted fabric, trade mark « Tri-co-Tiss ».

Photos Droz



A fashion parade under this title, which was held at the end of February in the main hall of the Congress Palace in Zurich, was intended to show that wool is a complete textile, which is as ideally suited for wear—by men as well as women—not only in winter but also in spring, for holidays and sport. This is particularly true as, in all climates, spring is a capricious, often moody season—as we have recently had occasion to see—and techniques are so far advanced today that it is possible to make fabrics in which wool is in no way inferior to other fibres for lightness, coolness, quality of print, etc. Technical progress has also been extended to include knit-

wear and jersey, which are just as sumptuous now as materials made on looms.

The fashion parade showed some hundred and seventy five models for men and women, from beach outfits to ball gowns, from shorts to dinner jackets. Some fifty firms were represented, with ready-to-wear clothing for women, hosiery, knitwear and millinery, as well as a few items for men and the indispensable accessories such as bags, gloves, footwear, umbrellas, stockings, jewels, etc.

The spectators greeted the models at this well organised two-hour showing with great applause.



«La ligne et la laine»

Last March the Swiss Association of Master Tailors held a fashion parade entitled «Line and wool», also in the Congress Palace in Zurich, in collaboration with the Swiss Office of the International Wool Secretariat. Some fifteen of the best Zurich tailors showed the latest Swiss fashion trends in men's and women's clothes. All the models presented were made of Swiss woollen fabrics.

We do not intend to list or discuss here the edicts laid down by the tailors for the Swiss market. Let us simply remind readers that Switzerland is situated at the crossroads of Europe where fashion trends from the North and South, from East and West, meet and mingle. Swiss tailors have therefore set up a technical commission representing the different parts of the country to study the various tendencies and adapt them to Swiss taste.

This fashion parade, which was very well organised particularly with regard to the use of accessories, showed almost sixty models of tailormade garments for men and women.

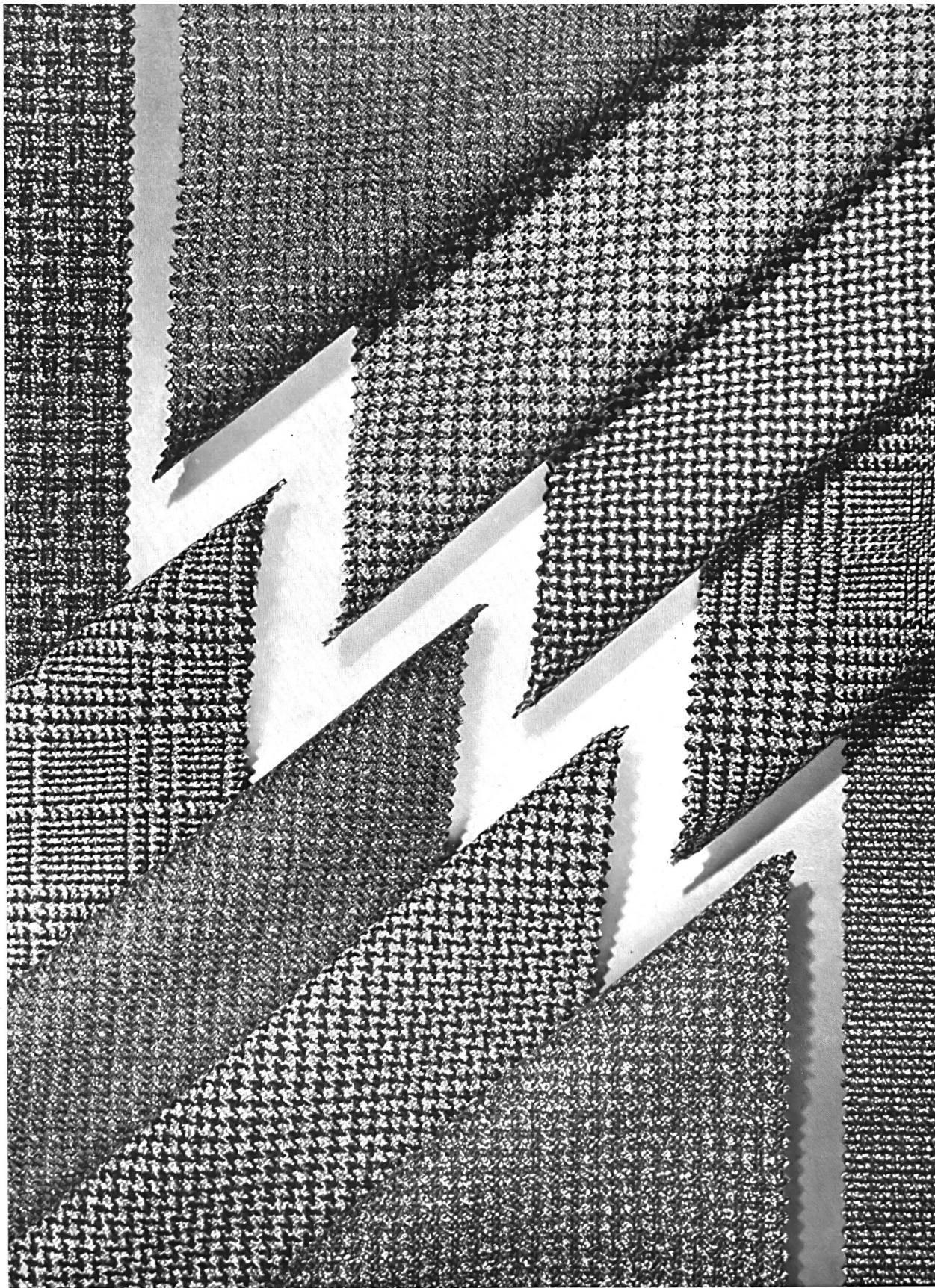
This event, which was held twice, also met with the enthusiastic approval of both specialists and the general public.



Some of the models shown : made-to-measure creations in Swiss wool fabrics.

Photos Guniat





Fabrics seen at the parade :

**Kammgarnweberei Bleiche S. A.,
Zofingen**

« TWIST », a double-twist worsted fabric
in novel designs, combining hard-wearing
qualities with elegance.