

The textile industry's contribution to the 44th swiss industries fair in Basle

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The textile industry's contribution to the 44th Swiss Industries Fair in Basle

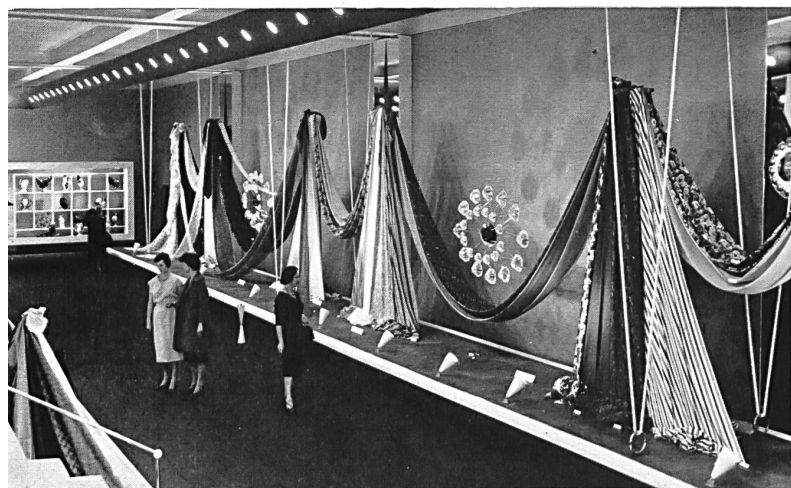


The stand of Stoffel & Co., St. Gall

As every year, the Swiss Industries Fair in Basle set aside considerable space this year (from April 23rd to May 3rd) for the Swiss textile and clothing industries. It should be pointed out that this industry with almost 250 exhibitors is numerically among the strongest at the Fair; together with the 25 exhibitors of the "Footwear and Leather Goods" section it accounts for 10 % of the total number of exhibitors, a figure achieved by no other group.

Apart from the sector made up of individual stands, in which the exhibits are generally of a very high stand-

ard, but on which lack of space prevents us from dwelling at any length, this year's Basle Fair included the traditional "Creation" and "Madame-Monsieur" salons as well as the new "Knitwear Centre" which was inaugurated in 1959.



The best known of these specialized displays is undoubtedly the

"Création"

salon, which each year offers the widest and most exclusive selection of fabrics of all kinds, shown in conjunction with the products of a famous shoe factory. The setting of this exhibition was unchanged from last year, which seemed to please everyone, the articles on display all being novelties and presented in such a way as to be appreciated for themselves: in this way, the exhibition escapes the dangers inherent in the attempt to be original at any price, in which the exhibits themselves are often sacrificed to the originality of the presentation. The whole was very tastefully and beautifully arranged by Donald Brun. The "Création" salon showed a fine selection of the latest novelties in woollens, cottons and silks, as well as embroideries. When it is realized that Swiss manufactures in these branches not only follow the fashion closely but even on occasion set it with their own creations, the attraction of such an exhibition for both the professional and layman alike is obvious.



Photos E. Zimmermann

The exhibition

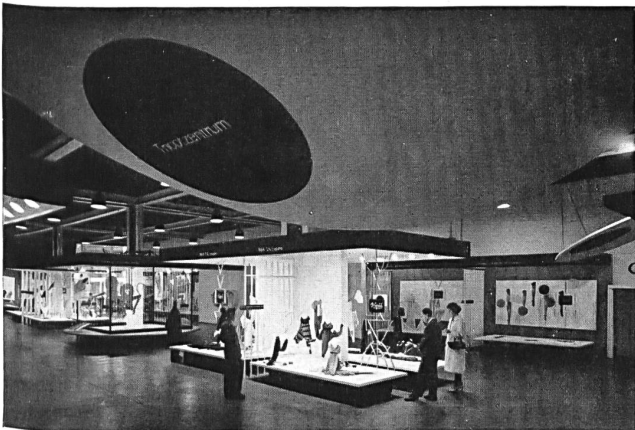
“Madame-Monsieur”

arranged by the Zurich decorator Hans Looser presented in a series of anonymous groups, each of which was dominated by a different shade, the best that the Swiss ready-to-wear industry has to offer from lingerie to outerwear. In each of these displays, a figurine symbolized one of the feminine fashion trades and was accompanied by some details concerning the possibilities offered by this career and the demands it makes on those who wish to practise it. The feminine fashion trades were also represented in a very attractive central group.



This year the

“Knitwear Centre”



was presented to the public for the second time. It was not a neutral thematic exhibition but a group in which 25 Swiss firms of the knitwear and hosiery displayed their creations on individual stands under their own names, in such a way however that the different groups formed a harmonious whole. This idea, started at the 1959 Fair, seems to have met with general approval. An enquiry office was set up for the convenience of visitors, whether laymen or professionals, to answer all queries concerning the industry itself or a particular article, to organize meetings between clients and producers, etc.

The few glimpses given here naturally afford only a very incomplete idea of the Swiss textile and clothing industry's contribution to the 1960 Basle Fair and we can but recommend all those who are interested in this field to make the journey to Basle in 1961 and see for themselves.

Let us finally add that the “Creation” salon is organized under the auspices of the competent associations of the silk, wool, embroidery and cotton industries, while the “Madame-Monsieur” pavilion is organized by the Exporters Association of the Swiss Clothing Industry.

The “Helanca” stand of Heberlein & Co. Ltd., Wattwil
Photo Claire Roessiger

