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The Youthfulness of Knitwear



LAHCO S. A.,
BADEN
Costume
d'après-sport en
Hélanca-Nylsuisse
After-sport suit in
Hélanca-Nylsuisse
Conjunto de después
del esporte en
Hélanca-Nylsuisse
Après-sport Complet
aus
Hélanca-Nylsuisse

Photos Tenca

Knitwear is youthful because it is so versatile, because it is suitable for all occasions, because it is practical, and because it is so up to date. And last but not least, because young people love knitted clothes and underwear, which offer them countless possibilities of dressing in a youthful, fashionable style... (which does not in any way mean to say that knitwear is not perfectly suitable for the not so young—both men and women !)

In order to illustrate this youthful aspect of knitwear, the Swiss Association of Knitwear and Hosiery manu-

facturers in Zurich organized last June, in collaboration with the Société de la Viscose Suisse at Emmenbrücke, under the title "Youthful fibres—Youthful clientele", a fashion parade of knitted models made of artificial and synthetic fibres. This fashion show visited Zurich, Basle, Berne and was very original in that the clothes were modeled not by professional mannequins but by young students from a dancing school, who added greatly to the success of the parade by dancing and singing for the spectators; this original touch gave the showing an air of freshness and youthful spontaneity greatly appreciated by those present. All the clothes were youthful and modern, and sometimes even strikingly original. In all there were some 70 models made by well-known Swiss knitwear and hosiery firms, in "Hélanca"-Nylsuisse, "Hélanca"-Nylsuisse velvet, "Ban-Lon"-Nylsuisse, Nylsuisse Heliodor, Nylsuisse lace, Nytop-Nylsuisse, Nylsuisse jersey, Lascara, Perlapont, viscose rayon and Lurex; the models presented included swimsuits, beach and sportswear, outfits for lounging and leisure wear, knitted outfits for the day and dressy occasions as well as tricot lingerie: petticoats and slips, panties, bed-jackets, nighties, short and long, pyjamas, house-coats, etc.

The few photographs shown opposite give an idea of the great scope offered by modern artificial and synthetic fibres in the service of the Swiss knitwear and hosiery industry.

SOCIÉTÉ DE LA VISCOSE SUISSE, EMMENBRÜCKE

Robe à danser juvénile en
Nylsuisse-Héliodore
Youthful party-dress in
Nylsuisse-Heliodor
Vestido juvenil para baile en
Nylsuisse-Heliodor
Jugendliches Party-Kleid aus
Nylsuisse-Heliodor

SOCIÉTÉ DE LA VISCOSE SUISSE, EMMENBRÜCKE

Deux-pièces en Perlapont
Perlapon two-piece outfit
Conjunto dos-piezas en Perlapont
Perlapon zweiteiliges Ensemble

« HABELLA » HASLER & CO., FRAUENFELD

Pyjama charleston se portant aussi
comme costume d'intérieur
Charleston pyjama, which can
also be worn as house suit
Pijama charleston que se puede
llevar también como vestido casero
Charleston-Pyjama welches auch
als Hausanzug getragen werden
kann

« YALA » JAKOB LAIB & CO., AMRISWIL

Pullover en Nylsuisse-Velours;
jupe de mailles en vert, noir et or
Nylsuisse-Velvet pullover; green,
black and gold knitted skirt
Pulóver en Nylsuisse-Velours;
falda de mallas en verde, negro y
oro
Pullover aus Nylsuisse-Velours;
gewirkter Rock in grün, schwarz
und gold.

