

First international week of lingerie and corsetry, Cologne

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First International Week of Lingerie and Corsetry, Cologne

An important event in the fashion world

The lingerie and corsetry industries presented the best of their production at the First International Salon of Lingerie and Corsetry, which was held in Cologne from October 20th to 22nd, 1961. The 243 firms that took part, and which came from thirteen countries, included all the leading firms of these two closely related branches.

The Swiss participation

Switzerland came fifth among the foreign participants. The ten Swiss exhibitors presented corsets and women's undergarments as well as women's and children's night-wear. Lingerie was represented by the firms of W. Achnich & Co. (Winterthur), Otto Rohrer (Romanshorn), Calida Ltd. (Sursee), Saly-Wyler (Uster) and Züst à la Rose (Rheineck), and corsets by A. Lenzinger (Zurich), Eric Marx (Kreuzlingen), Spiesshofer and Braun (Zurzach), Sogec Ltd. (Zurich) and various other concerns, working under foreign licenses as well as the Exporters Association of the Swiss Clothing Industry in Zurich.

On the whole the Cologne Salon was a complete success. Swiss exhibitors were able to make new contacts and

revive old business connections. European buyers showed great interest in their products, particularly the high quality fashionable models. In both woven and knitted lingerie, the very original models were those in greatest demand. The exhibitors all agreed that this trade exhibition was the first opportunity lingerie had had of appearing to real advantage, for previously, in other trade fairs, this branch had been treated rather as a poor relation.

Success of the parades

Buying interest focused mainly on the fashionable and high quality products of the lingerie and corsetry industries. There was a heavy demand for fashionable underwear, cami-knickers, night wear, lingerie in new materials and original colours. In corsets, business was most brisk among the articles that offered new features and were the most fashionable from the points of view of colour, cut and style. Apart from white, the prevailing colour, black as well as unobtrusive checks proved extremely popular. Some eighty models of lingerie and corsets were presented at each of the ten parades that were put on during the three days the fair lasted.



« SAWACO », S.A.
W. ACHTNICH & CO.,
WINTERTHOUR

Cotton interlock pyjamas
with pretty printed design.

Photo Lutz



« SAWACO », S.A. W. ACHTNICH & CO., WINTERTHOUR

Lingerie set in mercerised twist,
soft to the touch and shrink-resistant,
thanks to the Fixform finish.

Photo Buchmann

« SAWACO », S.A.
W. ACHTNICH & CO.,
WINTERTHOUR

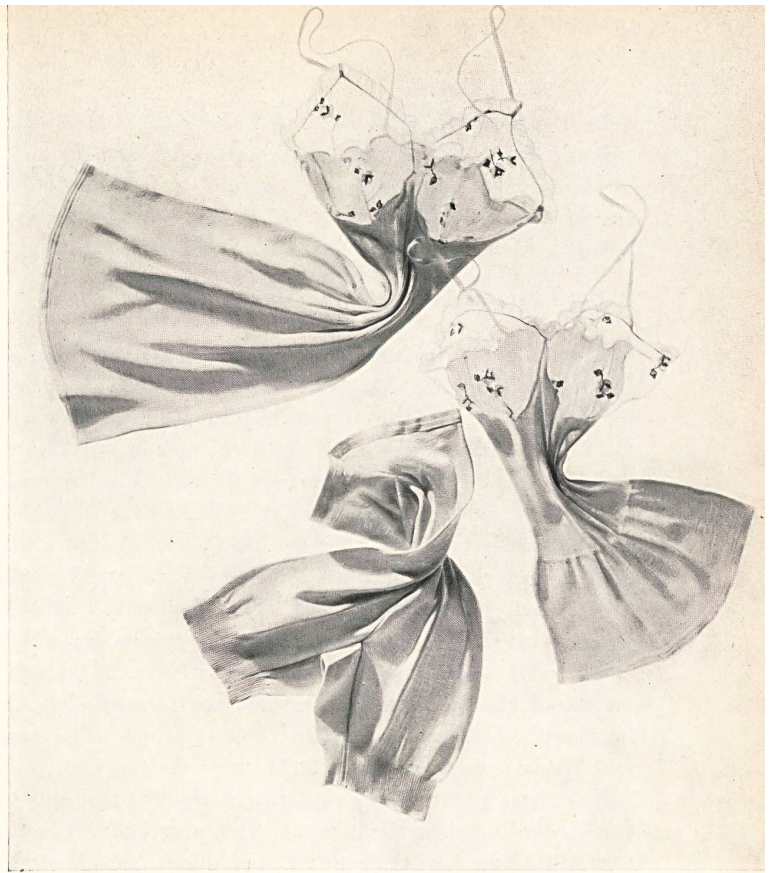
Pure silk, fully fashioned lingerie, with embroidery trimmings on tulle.

Photo Lutz

Innovations in internal organisation

The Congress of the European Corsetry Industry, which took place during the period of the Salon, can pride itself on an important achievement. The members of eight European countries, among them Switzerland, agreed to set up a section for the purpose of handling all questions of interest to the European corsetry industry. In conjunction with the lingerie exhibition, a congress was also held devoted to lingerie colours. The main topic dealt with was the question of the selection of the lingerie colours for the year. Those taking part agreed to meet each year to decide on the colour trends, on a European basis, for woven and knitted lingerie and corsets. The decisions thus reached will be interpreted individually in each of the European countries. For the 1962/63 season light blue has been selected.

Sophie HESS.



Let it rain, let it pour...

The most attractive means of protecting oneself from the rain is undoubtedly the umbrella! Invented several thousands of years ago and introduced into Europe about two centuries back, this practical instrument had remained, until very recently, a prosaic accessory, a sort of necessary evil. Then fashion adopted it; and while its shape has evolved but little in spite of a few unsuccessful attempts to revolutionize it, its mechanism and its finish have changed considerably in the last fifty years—thus we were informed by the recently founded *Swiss Union of Umbrella Manufacturers*, which has carried out a joint advertising campaign on behalf of its members. Today the umbrella follows the dictates of haute couture very closely, not only with regard to the choice of fashionable shades but also of the designs printed on the fabrics. This year, the pastel shades that were so flattering to the face have been ousted by warm autumn tints, the browns and all the dark reds: bordeaux, lie-de-vin and plum. Among the fabrics we noted, in addition to the ever popular nylon, a return to pure silk. There are polka dots galore, stripes and abstract designs in profusion, as well as muted and classical plain fabrics. Imagination has been given free rein in the fabrics and, perhaps especially, the handles. Thanks to carefully thought out, artistic combinations, the umbrella is becoming a sort of jewel for the smart woman, an indispensable companion. It is indispensable too for her male counterpart, in both his social and his business life. In this connection mention should be made of the present popularity of the men's folding umbrella, which fits easily into the slimmest brief-case.

In Switzerland, the manufacture of umbrellas is carried out as a cottage industry and in small factories spread all over the country and employing some 600 men and women, producing nearly a million umbrellas each year.



Photo Saas