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HATS



The Swiss millinery industry has stepped up exports considerably, mainly to countries overseas. Its achievements are remarkable and enjoy international fame. Each season, the new ideas of high fashion, which represent an unexaggerated trend acceptable to the majority of women, are adapted for massproduction. Swiss hat fashions never stress a single style. The great variety of raw materials, always enriched by Swiss production in this field, the very fanciful variations of the standard shapes and the details of trim executed with an unerring sense of fashion and great manual dexterity by highly qualified milliners, make Swiss millinery fully representative of Swiss capabilities in the matter of fashion.

Let us say just a few words here about the raw materials of Swiss origin used in the manufacture of hats. Felt hoods are produced by specialized firms, which supply articles of all kinds, both classical and novelty, in all the latest fashionable colours. As for millinery braid, it is produced by a very highly developed seasonal industry, which exports over 90 % of its output. Since the beginning of this century, natural straw has been replaced by numerous products, especially those with a cellulose (viscose) base, which provide considerable scope for new variations. The dominant position occupied on the world market by Swiss millinery braids and other similar products is due not only to the technical excellence of their manufacture but above all to their perfect conformity to the ever changing demands of fashion, resulting from the close contact maintained with the international centres of creation and foreign clientele. Finally, let us mention silk ribbons — another Swiss speciality — widely used in the manufacture of hats (see p. 22).