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A weekend of fashion

The setting for this delightful weekend of fashion was the Burgenstock, a verdant promontory jutting out from the mountainside and overlooking the Lake of the Four Cantons some 1,300 feet below. The Exporters Association of the Swiss Clothing Industry, in conjunction with the Swiss Embroidery Exporters Union and the firm of Bally (footwear), had invited the Swiss and foreign press to spend a weekend in these idyllic surroundings. Nearly 180 journalists representing the biggest daily papers and fashion magazines of thirteen countries were therefore assembled at the Burgenstock on June 4th and 5th to see two fashion parades, held in a romantic setting made more agreeable by the comforts and conveniences of modern hotelkeeping. The guests also included commercial attachés of different countries, the heads of the big Swiss textile associations and other personalities. The first parade «Elegance and Quality» presenting dresses, suits, coats, footwear, jewellery, etc. took place on the Saturday evening at a ball which followed dinner, while on Sunday, summer fashions and sportswear were shown at the open-air swimming pool. Lingerie, fashion articles for men and children, and footwear were also on display. The whole weekend was perfectly organised and a great success.

This was an excellent idea for presenting fashions and one that left pleasant memories in the minds of all those who attended.

