

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1956)
Heft: 2

Artikel: 28th Swiss Export Week
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798601>

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28th Swiss Export Week

Beauty, harmony, elegance and quality are the key-notes of the Swiss ready-to-wear industry, which attracted some 400 foreign buyers to Switzerland, at the end of May, in search of dresses, coats, suits and blouses, pullovers and ski suits for next winter. In spite of customs duties, which compel buyers to limit their spending (duty amounts for example to 14 % in Sweden, 20 % in Germany, 24 % in Holland, approximately 35 % in Great Britain and as much as 90 % at times in the United States), all Swiss manufacturers taking part were unanimous in declaring that business has never been so brisk or orders so abundant. Nevertheless the vagaries of the weather which give us wet, rainy summers and mild winters with extremes of heat and cold in between, shorten the usual delivery times. One can no longer be sure of still having a few months ahead of one

before the cold weather sets in ; it arrives unannounced, taking us unawares in the middle of summer ; or again a warm spell will catch us unprepared in the middle of the frosty weather, and manufacturers and retailers have to try to adapt themselves to these meteorological caprices. Any worries the Swiss clothing industry may have are rather with regard to deliveries than to any lack of markets.

To drive away these cares, for one evening at least, the Exporters Association of the Swiss Clothing Industry invited foreign buyers, Swiss manufacturers and representatives of associations and organisations with which it has connections to a party and buffet at which the guests were entertained by members of the famous Swiss Knie Circus and an excellent orchestra. Below we reproduce some of the photographs taken on this occasion.

E. B.



A droite / Rechts : M. U. P. Reber
(Victor Tanner S.A.), Saint-Gall



Dr. Hans Bartenstein (Macola S.A.), Zurich.



A gauche : M^{me} Meyerhofer, la dévouée collaboratrice du Syndicat des Exportateurs de l'Industrie de l'Habillement, Zurich.

Links : Frau Meyerhofer, die rührige Mitarbeiterin des Exportverbandes, Zürich.

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