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Intra-European fashion show

While European integration seems to be marking time, those responsible for the policy of the Exporters Association of the Swiss Clothing Industry in Zurich thought it a good idea to take steps to preserve the good commercial relations existing between Federal Germany and Switzerland, which belong to two different economic groups. In May therefore, the Exporters Association invited some fifty German journalists to attend a special fashion day at the Grand Hotel Dolder in Zurich. The very full programme started, in the morning, with a showing of models of knitted and jersey outer garments,

rainwear, after-ski wear, winter sports clothes and beach wear. Later, while refreshments were being served, those present had an opportunity of examining a special display of lingerie; lunch was followed by another fashion parade, featuring coats, suits, two-piece outfits, dresses, knitted afternoon dresses, blouses and children's wear. Then it was tea-time, after which there was another presentation, this time of cocktail and evening dresses. The day was brought to a very enjoyable close with a cocktail party followed by dinner. Opposite we show some photographs taken at this highly successful event.



ARTHUR SCHIBLI S. A., GENEVE
 Robe noire avec manteau assorti
 Black dress with coat to match
 Vestido negro con abrigo haciendo juego
 Schwarzes Kleid mit passendem Mantel



H. HALLER & CO., ZURICH
 Ensemble en jacquard pure soie
 Pure silk jacquard outfit
 Conjunto de tejido jacquard seda pura
 Complet aus reinseidenem Jacquard Gewebe
 Photo Tenca

« WIELER »
 PIUS WIELER FILS, KREUZLINGEN
 Pullover jacquard



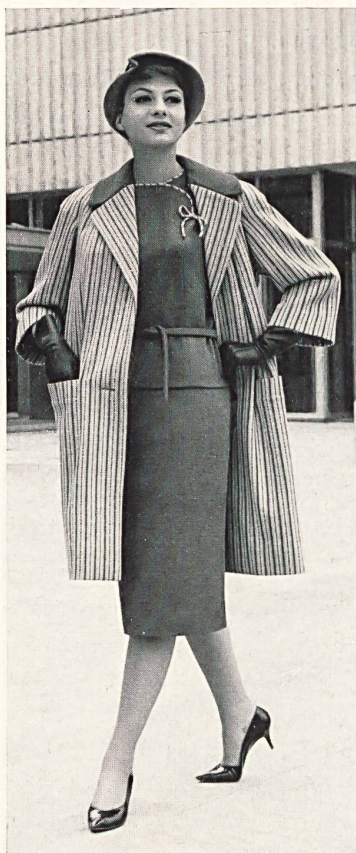
« ESQUIRE »
 CANZANI & CO., ZURICH
 Poncho mohair avec pantalon assorti
 Mohair poncho with slacks to match
 Poncho de mohair con pantalón haciendo juego
 Mohair-Poncho mit assortierter Gehhose



« ALPINIT »
 RUEPP & CIE S.A., SARMENSTORF
 Ensemble tricot
 Knitwear outfit
 Conjunto de punto



« SNAKY-BELFA »
 OUMANSKY & CO., GENÈVE
 Trois-pièces tricot
 Three-piece knitted outfit
 Tres piezas de punto



« HISCO »
 HIS & CIE S.A., MURGENTHAL
 Trois-pièces tricot
 Three-piece knitted outfit
 Tres piezas de punto



LUCIEN NORDMANN, BERNE
 Costume de velours
 Velvet suit
 Traje de terciopelo
 Samtkostüm

Photos Tenca