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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



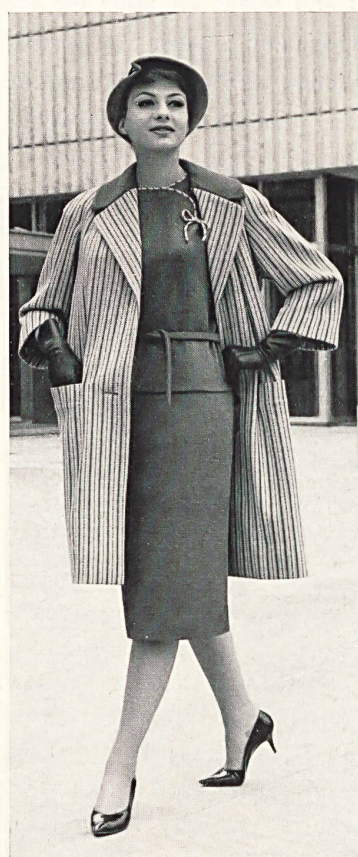
« ESQUIRE »  
 CANZANI & CO., ZURICH  
 Poncho mohair avec pantalon assorti  
 Mohair poncho with slacks to match  
 Poncho de mohair con pantalón haciendo juego  
 Mohair-Poncho mit assortierter Gehhose



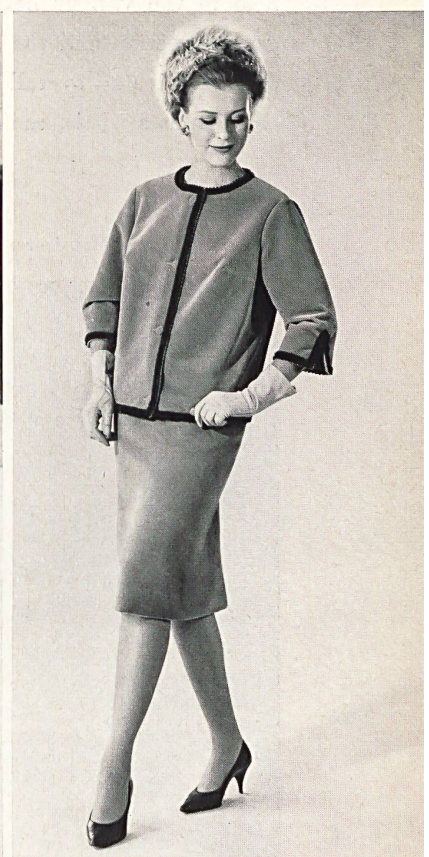
« ALPINIT »  
 RUEPP & CIE S.A., SARMENSTORF  
 Ensemble tricot  
 Knitwear outfit  
 Conjunto de punto



« 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