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# Switzerland and Fashion

Whenever the conversation turns to fashion, the names of Paris, Rome and Florence are usually heard. But never Switzerland's, or only rarely. And then at best because of St. Gallen embroidery. Specialists, however, are aware of the existence of fashion centres which the general public knows little about but which nevertheless have a determining influence on everyday fashion. They are the industrial interpreters of the designs of the major couturiers, adding their personal touch. Here, Switzerland has for a long time been one of Europe's major fashion centres. It owes its preeminence to a modern and dynamic textile industry which, in the last twenty years, has become one of the country's most considerable economic activities and whose production benefits from ever increasing international favour. The growth of exports is constant and reached 217 million Swiss francs in 1968, an increase of 9.6% over the previous year and a new record. Finally, the fact that Swiss fashion creations have been able to make their mark in countries which themselves have an active fashion industry shows the high regard in which they are held by the buying public.