

## A destination for world-class fabrics

**If you love fashion and exquisite fabrics, you're going to love St.Gallen. In this Swiss textile city, visitors want a unique experience – design your own dress or get a first-hand look at the history of textiles in St.Gallen on foot, in a vintage bus or with your own car.**

Direct trains go the fashion capital of Paris and American fabric buyers flock to the city in droves. St.Gallen is an international trendsetter in the world of fashion. Serious fashionistas buy their fabrics here. St.Gallen embroidery was Switzerland's most important export product at the turn of the 19th century. Today, more than two hundred years later, St.Gallen has said goodbye to textile production and is instead devoted to innovative haute couture. Dior, Gucci and Prada all operate in St.Gallen. And the big name fashion shows in Paris, Milan or New York all feature St.Gallen's textile creations.

The Textile Museum in St.Gallen lets visitors get a sneak peek at these designs before they grace international catwalks. Another way to experience the world of St.Gallen embroidery is to take a special guided tour offered by St.Gallen-Bodensee Tourism. The tour includes an overnight in one of Eastern Switzerland's "textile hotels" which feature rooms furnished with selected fabrics, magnificent drapes and wallpaper from St.Gallen design studios.

### Textile tours and trails through Eastern Switzerland

St.Gallen is not the only place in Eastern Switzerland that enjoys a rich textile heritage. Textile tours around Eastern Switzerland offered by St.Gallen-Bodensee Tourism bring this history to life. The "Textilland Classic Tour" starts at the Textile Museum in St.Gallen. From there, guests are driven in a vintage bus to the Saurer Museum in Arbon on Lake Constance. The tour then continues on by boat to the town of Rorschach to see the unique "Swiss Textile Collection" at Forum Würth. Self-guided tours are another way to explore Eastern Switzerland's textile heritage: the two half-day excursions "Textilland Explorer Nord" and "Textilland Explorer Süd" combine local textile handicrafts with regional delicacies.

Avid walkers shouldn't miss the St.Gallen Textile Trail, a five-kilometre long tour that starts at the St.Gallen Tourist Information and winds through the city centre, stopping at all of the prominent historical textile buildings. Brief descriptions provide information about each building's history, architecture and its current use. The Textile Trail now has its own app with meticulously researched audio-visual content about the long tradition and history of the textile industry in St.Gallen and Eastern Switzerland.

## Textile souvenirs at the Tourist Information

If you want to stock up on textile souvenirs for your loved ones before you leave St.Gallen, stop by the Tourist Information in the Abbey District. It has textile souvenirs for everyone. Choose from textile-themed pralines, scarves and other accessories. The information desk at the tourist office is also a real eye-catcher. It is shaped like the head of a bear, which appears on St.Gallen's coat of arms. The "skin of the bear" was made from 1000 3D-printed tiles based on an embroidery pattern from the textile manufacturer, Bischoff Textil.

[www.st.gallen-bodensee.ch](http://www.st.gallen-bodensee.ch)

**#lovestgallen #sginspiriert #ineedswitzerland #inlovewithswitzerland**

More information is also available at:

<http://www.st.gallen-bodensee.ch/en/unesco-culture/textiland-ostschweiz/excursions-and-tours/textiland-explorer-tour-1>

<http://www.st.gallen-bodensee.ch/de/unesco-kultur/textiland/tx-ausfluege-touren/tx-textilwege>

<http://www.st.gallen-bodensee.ch/de/unesco-kultur/textiland/tx-ausfluege-touren/tx-fuehrungen>

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