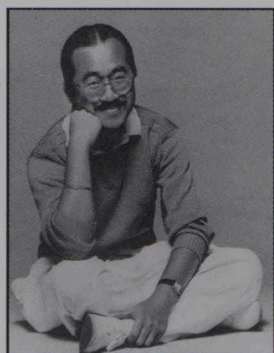


The designers at Liberty



ALFRED SUNG is a modest person who shies away from publicity. The elder statesman of Canadian fashion – although he has only just turned 40 – Sung has a reputation for neo-classic designs which combine comfort and good taste.

'Nothing is overstated or superfluous,' he says. 'Detailing adds all the necessary punctuation for a look that is clean, spare and precise. Ease is everything. Comfort is essential.'

Sung's designs combine comfort and good taste giving an impression of quiet quality.



His crisply tailored suits and slinky silks are sold in more than 800 stores in Canada and another 400 in the United States; last year, Sung designs generated sales in excess of £12 million. His latest venture with the Mimran brothers is a chain of stores named 'Club Monaco', which sell popularly priced items for men, women and children.

Sung is a perfectionist who thrives on hard work. 'The bigger the business, the greater the pressure. And there's always the big expectation every year when each new collection is released. Now I can't afford to slip up.'

BENT BOYS are not boys, but girls. Thirty-year-olds Brenda Bent and Lorren Leveille formed their company in 1986, and specialise in off-beat, surprising clothes – mainly in black and white – for both men and women. Their clothes are designed to express the individuality of the wearer and as such will not go out of fashion at the end of the season.

According to *Globe and Mail* fashion reporter David Livingstone: 'Bent Boys stand for a new, intelligent, good natured, unpretentious and quality-conscious approach to the designing of clothes.'

Bent and Leveille set great store by comfort and attention to detail. However, as fashion commentator Nancy Hastings observes: 'It's the styling of the Bent Boys collection that makes it outstandingly innovative, very hip and far too cool for school.'

The two women have made a significant impact on the shape and direction of Canadian fashion. Now they are looking forward to their debut in London, with its more adventurous fashion clientele.

'This promotion will be very good for us,' says Bent. 'We're more suited to the London market than to the Canadian market. Londoners are far more aware. They were wearing John Galliano long before he became a star.'



TU LY is 'young, talented, and hot, hot, hot,' is how the *Toronto Star* recently described this graduate from the Ryerson School of Fashion Design.

Tu Ly was born in Saigon, but his family emigrated to Canada when he was eight years old; he's now 23. His interest in fashion was aroused at the age of 11 by his sister's home economics assignments.

'It intrigued me how a flat piece of cloth could be made into a three-dimensional garment,' he says.

His first major task on graduation was designing and styling for Hamil Textiles. In 1987, he began designing under his own label with a summer sportswear line made entirely of Lycra and Spandex – materials which had hitherto only been used for swimwear. He achieved instant success.