

lights up London

then went on to study at Parson's School of Design in New York.

He moved to Canada in 1972, where he worked for a while for a sportswear manufacturer. Eventually, he decided to open his own shop, Moon, and quickly built up a loyal following. At first he operated as a one-man band, sketching, designing, cutting and fitting the clothes himself. Then Casablanca-born businessman Joseph Mimran discovered him and suggested Sung should team up with him and his brother, Saul.

The trio formed the Monaco Group in 1979, and the business took off. By 1981, the Alfred Sung Collection was receiving rave reviews in the United States, and the first Sung boutique had opened in Toronto.

Nowadays, Sung's new collections are awaited with eager anticipation in the fashion trade; there are 18 Alfred Sung stores and in-store boutiques in major cities throughout North America; and the Sung insignia is found on perfumes, watches and umbrellas as well as on clothes.

A mix of immigrant and homegrown talent

Sung and the Mimran brothers are by no means the only immigrants whose ideas have been a major influence on Canadian fashion. Among the other designers whose work will be featured by Liberty are Karim Rashid of Babel, who hails from Cairo; Antoine Nasri of Thalie, who was born close to the Turkish Syrian frontier; Anne Seally, who comes from London; and rising-star Tu Ly, who was born in Vietnam.

This international dimension is complemented by a considerable number of home-grown talents. Brenda Bent of Bent Boys comes from Manitoba; Laura Kapp is from Saskatchewan; and Joyce Gunhouse was born in British Columbia. Most of these designers now operate out of Toronto, but menswear designers Marcel Dénomonné and Louise Vincent are based in their home city of Montreal.

These names are still unknown in Britain, but Liberty is determined to change that. Apart from hosting a major Canadian fashion show, the store plans to set aside part of the first floor to show off Canadian fashions, and to feature them in its Regent Street window displays over a three-week period starting this month.

Vogue magazine also planning feature on Canadian fashion

Another showcase for Canadian fashion will be the magazine *Vogue*. It sent a stylist and used Canadian photographer Serge Barbou to shoot Canadian fashions in their home environment of Montreal. Its findings will be featured in the October issue, planned to coincide with the Liberty promotion.

Altogether, 12 groups of Canadian designers will be featured at Liberty, and many of them plan to put in an appearance during the three-week promotion. For the Toronto and Montreal fashion world, this is the most important and exciting event of the year, offering Canadian designers a unique opportunity to establish international reputations.

For Londoners it promises to be a revelation. ❀



Comrags

