



Demure solid-colour turtleneck sweater provides a perfect foil for the bright gold and purple banded skirt of this Canadian hostess gown knitted from 100 per cent wool.

initial orders worth \$4 million between the months of May and September.

In spring, 1972, Canadian manufacturers held their first showings in London, England. Despite having to operate in London by candlelight, due to a power strike, men's wear manufacturers wrote on-site orders for \$100,000. By September, 1972, the beginning of the fall-winter retailing season, sales had quadrupled. Women's and children's wear sales totalled \$600,000, and more important, manufacturers of both categories were encouraged to hold second showings during London's market week in October, 1972—six months ahead of schedule. Canadian children's wear manufacturers are, in fact, one of few foreign groups to be permitted participation in London's October Junior Fashion Fair, the most important children's apparel show in Britain.

UP-TO-THE-minute styling, high quality, good workmanship and sound marketing techniques have been instrumental in attracting attention to Canadian clothing, but the industry's flexibility has played a large part in the export success.

Canadian manufacturers aren't sitting back congratulating themselves for turning their adversity of the 1960s into advantage in the 1970s. Low-wage countries, now specializing in low-cost garments, are already beginning to upgrade their products. U.S. firms are reverting to shorter production runs and styling diversity.

Canadian manufacturers are preparing for new markets and stiffer competition by increasing the efficiency and the capacity of their plants, and by recruiting and training more talent, from machinists to management. In addition, the federal government has implemented a special program—Fashion Design Assistance Program—to expedite development of the country's abundant designing talent. Finally, the Canadian government is preparing to extend its fashion fair program to the western and southern parts of the U.S.A. to Japan, France, Scandinavia and other west European countries.

