

Canadian fashion

Canadian fashion has come a long way in a short time. Until 1977, the country had no major consumer-fashion magazine of its own. Instead, fashion-conscious Canadians had to rely on British and American publications to keep them in touch with the latest trends. As for the Canadian fashion industry, it had yet to make an impact on the international scene.

All that has now changed. A new breed of Canadian designers has appeared – many still in their twenties and early thirties. The United States has already begun to sit up and take notice of them, but very few have had any exposure on this side of the Atlantic. The Liberty promotion this autumn is going to push them into the limelight.

Liberty has been working on the Canadian fashion promotion for the past 12 months. Last autumn, the store's managing director and her chief fashion buyer flew to Toronto to investigate the lie of the land. They were impressed by what

they saw and decided to send a team of buyers back to Canada in the spring.

Youthful designers in a dynamic industry

The Canadian fashion industry is 99 per cent Canadian-owned and has a reputation for design and craftsmanship. Toronto and Montreal are its main centres; one quarter of the country's clothing firms are located in Ontario.

It is also a youthful and dynamic industry – much like its leading designers. Many of the fashion houses that have recently sprung to prominence have been founded only in the last few years, and they have a markedly cosmopolitan feel about them.

The cosmopolitanism is exemplified by one of the leaders of the Canadian-fashion scene, Alfred Sung. Sung was born in Shanghai, grew up in Hong Kong, received his design training at the Chambre Syndicale de la Couture in Paris, and

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