

CANADIAN FASHION COMES OF AGE

Canadian fashion has arrived! A growing number of Canadian designers are winning awards, setting trends and receiving accolades — both at home and abroad. Here are profiles of some of our best and brightest stars . . .

Alfred Sung

Alfred Sung is without a doubt Canada's most renowned fashion designer. His name is immediately associated with neo-classic designs that combine comfort and good taste giving an impression of quiet quality.

Throughout North America, thousands of fashion-conscious women are sporting his crisply tailored suits during the day and his slinky silks at night. The cool sophisticated look of Alfred Sung is everywhere. Operating under the labels "Alfred Sung" and "Sung Sport" his clothes are sold in more than 600 stores across Canada and more than 400 in the United States. Last year, Sung designs generated sales of \$24.8 million.

Part of Alfred Sung's success is due to his affiliation with Saul and Joseph Mimran, one of Canada's most dynamic marketing teams. Together they have expanded the range of Sung products to include fragrance and bath products, men's wear, furs, coats, suedes and leathers, socks, gloves, belts, pantyhose, scarves, watches, designer patterns and home fashions.

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Born in Shanghai in 1948 and raised in Hong Kong, Alfred Sung left his family at age 17 to study at la Chambre syndicale de la couture parisienne, where he placed first in design. He then went to New York City's Parson's School of Design on a fellowship. Sung moved to Toronto in 1972 and designed sportswear before opening his own shop Moon four years later. It was there that business brothers Saul and Joseph spotted Sung and approached him with the offer to design a co-ordinate sportswear line. This co-operative effort ultimately led to formation (after 1980) of The Monaco Group.

Since then, Alfred Sung has risen from relative obscurity to become a major force in North American fashion. In the past couple of years, Sung and The Monaco Group have explored a new retail concept — "Club Monaco." Focusing on popularly priced items for women, men, and children, there are now 32 locations that sell this line across Canada and more will be opened this year. Sung says that the new line is made up of clothes he himself likes to wear — casual, comfortable, bright and with continental flavour.

Sung's fragrances, launched in 1986, add the name of Alfred Sung to the list of fashion designers who have ventured into the fragrance market. Joining the ranks of Christian Dior, Yves Saint-Laurent, Pierre Cardin and Calvin Klein, Sung also has the distinctive honour of being the first Canadian designer to launch a Canadian perfume.

Photo: Flare Magazine