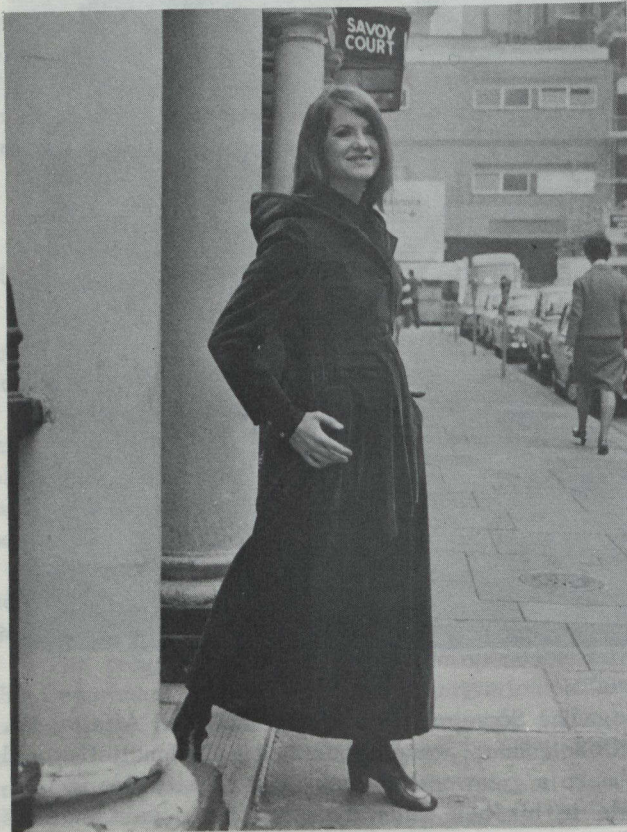


## CANADIAN FASHIONS IN EUROPE



Sales worth \$300,000 resulted from the first major showing in London, England of Canadian women's and children's apparel. The total is expected to reach \$600,000 in follow-up orders and orders resulting from samples placed by some of the 28 manufacturers who took part.

Sponsored by the Department of Industry, Trade and Commerce, the show attracted buyers from major stores in Britain, Ireland, France and Switzerland, as well as a large group from Norway, Sweden and Denmark.

The lines shown, which were for autumn and winter, included coats, suits, dresses, sportswear and rainwear for women, and outerwear for children from infants to teens.

Buyers commented favourably on the Canadian garments for their finish, competitive prices, fashionable appearance and prompt delivery.

Fashion shows, held twice-yearly in New York since 1968, have helped boost women's clothing exports to the United States. In 1970-71, total exports reached \$82.8 million, an increase of 12.6 per cent over those of the previous year.

*A hooded evening coat in velvet.*

*The City of Quebec, a London pub, is the background for a combination of a stretchy shirt and polyester pants with high waistband.*

