

Carroll in the heat of fashion

When Stanley Carroll puts on a fashion show, one is never sure what to expect. Under hot spotlights in Cirrus 23, Edmonton's newest club for the dance crazed, Carroll's fans understood what his designs were saying loud and clear.

The message was choice, sponta-

LOOK BY RYAN GREENWOOD

neity and of course, slightly unconventional. On the other hand, fashion's onlookers may have seen designs which screamed "Let the party begin!"

Set to music from the New York club groove, Cirrus 23 provided an impressive showcase of club lighting. Looming like vultures from the balconies, fans and friends of Carroll prepared themselves for a preview of his cut to the chase fashions.

"The show was planned to create the important dialogue a designer must have with his customers. The collection was meant to give the

customer choices, to help them use their imagination when it comes to clothes and to open their minds to different looks," says Carroll.

Taking a more assertive approach meant sheen and color from Carroll. Electric pink navel-exposing fun fur sweaters and flared metallic minis caught the eyes of Generation X-ers. For the less bold, tuxedo pants for women and apron dresses sporting the just above the knee hemline made their mark.

Styled line

"Fall '94 was definitely a more styled line. Younger in attitude, fresher and more positive, that's where the energy was coming from," explains Carroll.

The energy may also have been originating from abroad. London, England to be exact. Carroll is gearing up to launch a new store in the Chelsea/Knightsbridge district. The store will feature many of the same designs available in Edmonton, with a few additions.

"The London store allows me to work more freely. It also helps increase the level of trust between myself and customer," he says. "People look at clothes a little bit different when they know they're available somewhere else. It gives the designs a foundation of reliability."

Carroll's men's wear continued to have the tart edge to it. Skinny legged pants with tuxedo stripes seemed to bring back memories of flannel long



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johns. Single breasted suit jackets with strong shoulders shaped the male silhouette with Carroll's familiar European styling. Shirts with prints were also popular.

Another element of the collection had little to do with fit and color but rather the attraction to exposed backs and shoulders.

Sexy shoulders

Carroll agrees. "The shoulders are simply one of the sexiest parts of the human body and some designs definitely show them off."

Whatever the purpose Carroll makes fashion last by building on personal style and not capitalizing on fly by night trends.

"My collection is not a retrospective. It carries a message that a customer can buy a special piece and not worry about longevity and wearability because it will last. As times change, so do people's eyes toward fashion; the great thing is the eye will adjust to designs that work."