

Spring **CARROLL'S**

By NANCY COOPER

The U.S. fashion industry is a flagging empire of style.

But it would take major developments over the last year for its viability to seriously falter. And that's a major factor in Alberta's long-term concern for the stability of cash-flow and employment.

Now, the Canadian people you encounter, have partied their way through another bumper fashion industry, \$1 billion of that profit last year.

Another small Alberta company has found its colors in the market successfully this fall, even setting up a plant in last 10 months. It's the first time in Alberta history a company will produce its own shirts, dresses and accessories in the province, Hamill.

And there are dozens of other tales of fashion success.

For where do you go from here? Now is the question that's being asked. How can Alberta fashion companies continue the momentum of producing Alberta fashions? The fashion industry has shown how that all the regional players can prosperously be the cushion Canadian fashion of fashion in Toronto and without an ultimate, say, like New York?

Says Stanley Carroll, Bounce's owner, "We've designed and produced one of the top five women's designer lines in all Canada."

"Forget Hollywood and Atlanta. It's not even close. We're well off of everyone," he says of the Billings, Mont., fashion capital of California.

Carroll believes "we don't have to wait by looking behind our backs. We can't afford to let ourselves out of people's memory."

"If people were to make a mark on this industry at this point, they're going to have to do it in a slightly earlier date of fashion, or than that of N.Y."

And the Carol's line. He was one of the FLAIR designers of the year in 1982. Whenever Women's Wear Daily, the world's magazine bible based in New York, calls an open road, that's also where we're going. And many of the lines from Toronto's Plus Models come through here, Carroll's destination now seems to be elsewhere.

Why the interest? Probably because Carroll's sense of creativity is the primary asset to his business. You see, he's partly blind and mostly deaf. But that's all just a secondary part of the process.

Carol's believes we can't copy or imitate better, so instead, he adds, "The Carol's is similar, it's great. You understand your dress and how it should fit."

With an assist from his business, it looks like Carol's line of plus-size couture here in Alberta is to be increased. We have just got to develop our stores through the medium of fashion. We can't seem to find the right ones." What he means, in practice, is doing what we know best: great plus-size clothing, easily worn, simple, button and zipper, great young styles with a plus-size attitude.

This is the stuff of the West, believe Carroll, and the stuff with which we can reflect our own local needs.



PHOTO BY GUY CARL

The clothes on this page are part of Stanley Carroll's recently-unveiled spring collection.

"I think it is a simple, pure line. It's also very wearable and I think

universality, yet these clothes look very down-home to me."

Carroll's spring line is produced entirely in cotton and is available from his store, Bounce, on Whyte