

Up front fashion

With London calling, Edmonton's Stanley Carroll is building on his reputation as a broker of clean, fresh fashion

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What you see is what you get with Stanley Carroll.

No gimmicks.
No tricks.
No costumes.
Instead, clothes that fit well, look comfortable, and slip on and off easily to fit the busy, on-the-go lifestyle.

Just like the famous designer Stephen Sprouse, Carroll regularly keeps a step ahead of the fashion pack. But unlike his New York counterpart, who appears on the scene from time to time, into a new style and is then out of town soon by the time the rest of the fashion pack catches on, Carroll has become a business-minded trendsetter who does not shun the mainstream. He creates both the new-fangled risk-takers and the best-trick corporate types in terms of his 1989 street outfit. Anyone, in fact, is in the market for something different, something that will turn heads, make up the backbone of his clientele.

"My clothes are not wardrobe builders," says the British-born Canadian, a partly Jewish man whose ready-made clothes store and boutiques offer. "People who are looking for a couple hours of who want a special piece of clothing are the ones who wear Stanley Carroll."

What sets Carroll's designs apart is a combination of old, but well-lighted ideas that shape and feel to the body with his technical supports. There are virtually no seams, no knicks, labels, or tags in his collections. What there is with Stanley Carroll is a clean, feminine silhouette for women, and a strong, urban gentleman's line for men.

But something these clothes have is doing their best to say in the easiest way of a new one because it doesn't have enough clothes on the grid. With fashion's move to wear less, a look Carroll designed a classic again, what looks modern to me are polished clothes that look like they fit your lifestyle as much as they do your figure. He also wants to spend time on making adjustments to fit in and whistles. And most people want to put the look together fast enough as they can wear it late and still make it to work on time.

"We do it specific out," Carroll says. "It's the way of the world that makes up the look. It's simple, it's easy for me. I take a European approach. I never put steps at a single wardrobe, or a particular fabric or detail. For me, there is no fabric book. What I do is not subject a fabric to a test and then walk with it right. The more I think about it, I know there is a fragment of magic there."

He is not alone.

A group of British designers is currently negotiating a licensing agreement with Carroll to open a Stanley Carroll retail outlet in London's trendy Covent Garden district shopping district. Based on the success of the British-edited format that has proved successful in Toronto, the new outlet will feature the same lines Carroll designs for the Canadian market.

What I like about this project is it is not for me. Everything stays neat and manageable and I can keep the machines on design. But London is a far larger, bigger market than what I can handle here.

"The trading is an adventure."

London may be calling but Carroll is far from leaving the city. Carroll is more than ready for women, a return to the fundamentals of fashion. Clothes should be to be worn in perfect form the person wearing them. In such areas (they are only used in a limited way).

"And designers have begun to realize that," he says. "Many designers are still that used with fashion because they have so little time to sleep. I think about fashion 24 hours a day. My clothes store is not for options and I give them something that looks good."

Not all fashion news comes from Toronto, Montreal or Vancouver. Some of this country's most exciting new looks are launched right here. In this third in a series on local designers, FLAIR celebrates the creativity and style that help define Edmonton's fashion profile.

Gingham synthetic blue and white check knee-length suit dress (\$195) from Stanley Carroll

Vertical-line ensemble dress (\$195) from Stanley Carroll

Below: Hand-knit cardigan (\$165), blue and cream pleated pants (\$170), accessories \$100, collection total \$1710 from Stanley Carroll



Hand-knit cotton sweater (\$120), cream linen vest (\$130), breeching shirt, culottes, collection \$165, from Stanley Carroll. Ties and shirt shown (\$170) from Saks

Stanley Carroll



THE CARROLL FILE

- Born in 1962 in Liverpool, England
- Trained at L'Oréal in talking and design
- Speaks Dutch and some English
- Doesn't drive
- Loves to cook
- Admires originality, art and creativity
- Fashion influences: more history than visual

Photography: Margaret/Barbara/Spectator. The model on the left: Jane Prosser. On the right: Jane Prosser. Hair: Jeff Fries.

Checked fabric with linen shirt (\$190), knee-length (\$160), knee-length pants (\$130), hand-colored pleated dress (\$160) from Stanley Carroll

White cotton button pants (\$120), knee-length (\$100) from Stanley Carroll. Pleated-line dress (\$110) from Saks