

Carroll takes London

Edmonton designer opens shop in Knightsbridge



Jean Fraser

Style

Making waves in London, England is Edmonton designer Stanley Carroll, who opens his first store at 18 Beauchamps Place in Knightsbridge on Thursday.

Collaborating with local architect and interior design artist George Illagan, Carroll came up with what he describes as a very clean look for the 200-square-foot store in the heart of one of London's most prestigious shopping meccas.

"Everything plays up the space," he says, "and the sense of history of a building that is 150 years old.

"There is a wonderful antique fireplace, two floors and windows all over the place.

"It's perfect."
It's also the realization of a dream the thirtysomething designer has had since he began designing clothes for men and women 14 years ago.

"Opening a London store is a stepping stone to solidifying a Stanley Carroll presence in the European market, something I have always thought we would do well at," he says.

"I think that our kind of modern, believable elegance translates even better in Europe than it might here."

Interestingly, in an international market credited with both the invention of Mod fashion and its current revival, Carroll says he is opting out of trend and fad in favor of fashion.

"There will be much less street in the pieces we put in the London store," he says.

"But that is the way the industry is going anyway. And the high prices that opening in Europe require won't support that kind of trendy thing.

"Just as I do here, I target the fashion-forward consumer who knows what fashion is all about.

"There are just more of them in London."

Arguably Edmonton's most successful leading-edge designer, Carroll is quick to point out he has no intention of abandoning the kind of design signature that



Jean Fraser, The Journal

Stanley Carroll: London consumers more 'label-aware' than Edmontonians

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distinctive Canadian line.

"I am certainly not about to put Canadian maple leaves on everything I do or anything like that," he says with a laugh.

"But I do want to find out what the market is like, what works there.

"My idea is to try to position ourselves as a company that does laid-back fashion, paying a lot of attention to pieces rather than complete looks.

"I am interested in making modern, believable clothes that are elegant and wearable without looking contrived or costumey."

Aware of the pitfalls inherent in being an outsider in a country that is as class-conscious and structured as England's, Carroll intends to concentrate

the company's name recognition by paying attention to who is buying the clothes.

"In London, consumers are more label-aware than most are here.

"Who wears your stuff is far more critical there than it is here."

Interested readers who may be travelling in London, can stop in at the store, or call 011 44-171-584-1100 before you go.