PHABRIK

STANLEY CARROLL

Designing Outside of the Box

Sitting at a small, circular table adorned with a telephone and a lone sketchbook, Stanley Carroll appears poised yet inherently at ease. The designer — who first launched his eponymous label three decades ago — has the air of an accomplished creative-type, speaking confidently yet modestly about his long list of accomplishments. The most notable of which, however, is his resolve to honour artistic integrity above all else.

"In being the kind of designer that I try to be, the focus is primarily creative," Carroll says from his Edmonton studio.

"You're working in a professional environment so you have to address the realities of a commercial industry, but at the crux you're trying to make a creative statement that's true to you. If I don't think a dress is exemplary of my style, I won't use it no matter how good it is."

This dedication and self-assuredness has come to define the designer, whose aesthetic is a rare breed of minimalism peppered with European sophistication. The latter comes from a childhood spent in Holland, before Carroll relocated to Canada with his family at age 16.

"The minimalistic aspect of my clothing is what makes it believable, while the European twist is what keeps it interesting," he says.

"My brain will always lean towards a European mindset of dressing for a number of reasons. Stylistically, I think Europeans tend to be a bit more comfortable in their skin and are more inclined to experiment, which really inspires me."

Apart from European street style and cafe culture, Carroll's influences vary seasonally and encompass everything from travel and literature, to pop culture and even his own life.



Credits: Models: Andrew & Elizabeth Makeup: Amber Prepchuk Photographer: Richard Semens

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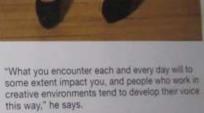
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"Simply put, inspiration comes by waking up every morning and looking around."

Style blogger Andrew Eirich credits Carroll as a major influence, and has admired his work since he first saw the designer present his Spring/Summer collection at Western Canada Fashion Week last year.

"Stanley has a chicness and simplicity to his designs that make them incredible and timeless. The ease and elegance of his clothing stems from his natural ability to understand and create great fashion." Eirich says.

By Vickie Lakotis et