



Jean
Fraser

Fashion

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Carroll resurfaces

Business may have been better in the she's-gotta-have-it '80s, but for Edmonton designer Stanley Carroll, now is the right time to open a store.

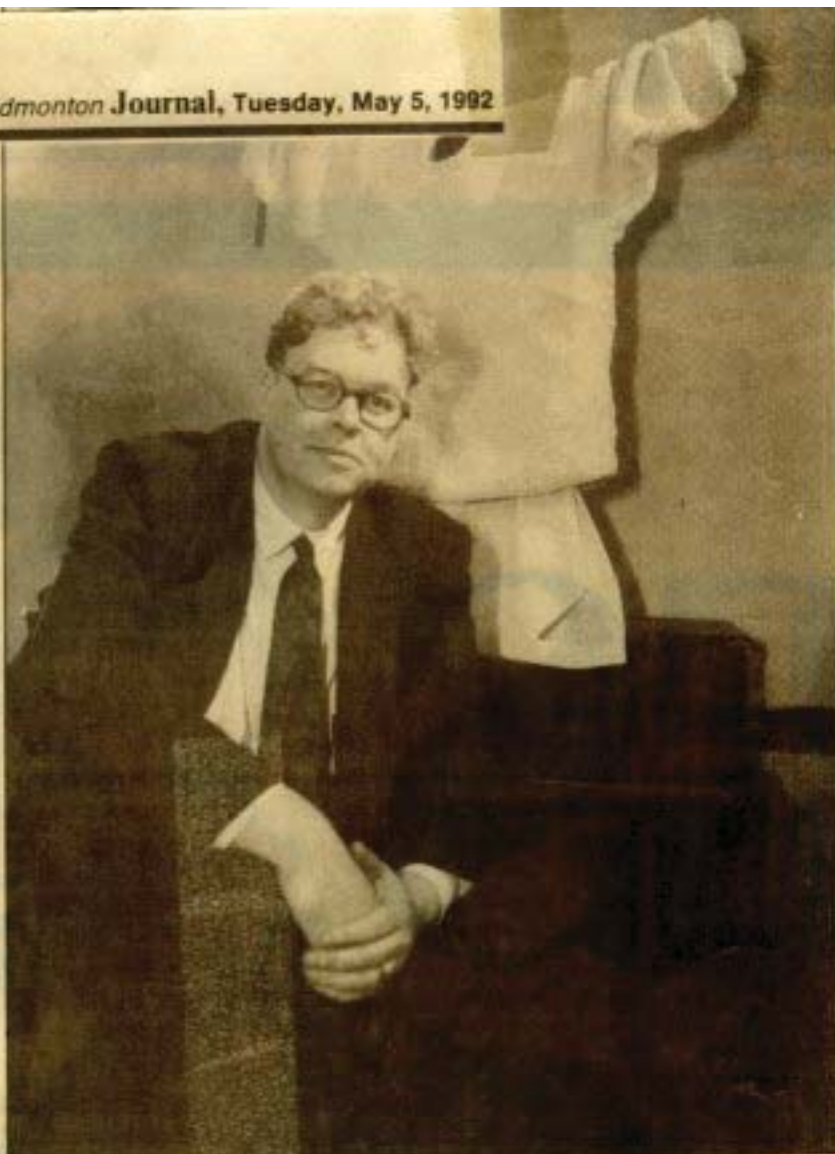
The most recent incarnation of the Stanley Carroll Design Studio is located downstairs in the Boardwalk, right across the hall from Fanny's Fabrics.

Seated behind a Trevor Furmanek-designed desk, surrounded by his trademark minimalist designs, and wearing one of his distinctive dark suits, the man whose handling of top-of-the-line designs is as artful as ever waxed philosophical about fashion, retail rivalries and the pitfalls attendant on fast-lane fashion.

"The stakes and circumstances are different now than when I had the store in Edmonton Centre (in 1989)," he explains, making reference to the last in a series of failed business enterprises. "Now, I'm not so preoccupied with editing my ideas and I'm less worried about the connection between inspiration and attitude."

"This time I'm going to try to limit the expansionist and the adventurer in me to the clothes — and not the business."

Paraphrasing W.P. Kinsella, Carroll says he's never paid much attention to retail climate because, "if you have a good product, people will come."



Brian Gavriloff The Journal

Stanley Carroll opens in Boardwalk

In fact, he insists, the demand for good designs is higher than ever; it's his view that everything is rather a matter of perspective.

"The industry is weeding out the dinosaurs itself — those that no longer fit into a '90s fashion philosophy are falling away naturally.

"But with my line, everything is about subtlety and detail," he says, pointing to a basic men's work-jacket as an example, to which he

has added solid silver piping "to make it personal and real."

"Asymmetry is important to me, too.

"I like to show the body but at the same time move away from it and that seems to work for a lot of people."

Stanley Carroll Design Studio in the Boardwalk carries both men's and women's wear.