

LMW NEWS

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SOFT TECHNOLOGY *(or, how to wear the Machine)*



AUTOMATION, ELECTRIFICATION, COMPUTERIZATION have woven themselves inextricably into the fabric of our lives. Yet we persist in seeing technology as forbidding--hard, inhuman, monstrous, superhuman. Smart enough to humiliate us, doltish enough that we despise it. This does not inspire a healthy relationship. We must live with our machines.

LMW humanizes technology this fall. We steal shapes from steel juggernauts
(to p. 5)

Falloden

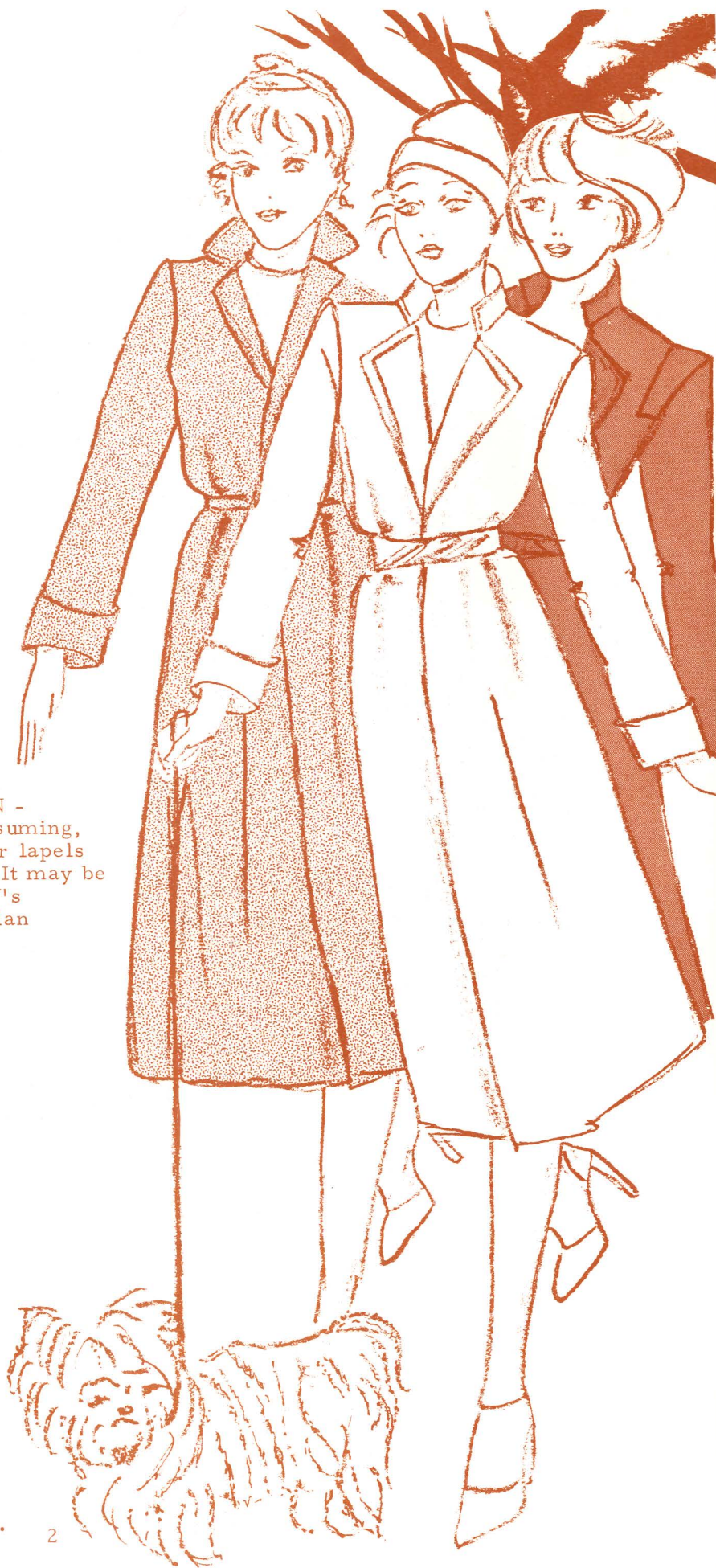
Rich, warm loden is
the coating and suiting
for fall--
as comforting
as a sparky fire
or fragrant brandy,
a buffer against
stark winter.

ELAN -
gracious, unassuming,
with narrower lapels
and a fuller cut. It may be
worn over LMW's
quilted Austrian
liner.

NEW YORKER (centre) -
the urban sophisticate,
close-fitting,
with proud lapels.
Collar may be worn
mandarin-style.

COURIER (right) -
wide shoulders and
cinched
waist.
A touch of drama
and adventure.

LMW loden coats come in two weights
of pure wool, as well as a cashmere mix.



SOMETIMES WE THINK OUR BUSINESS must be about the most complicated one there is. Not only do we have that notoriously fickle matter of fashion, but that infinitely complicated matter of women as well! Why is it that a dress in which you feel like a knockout one year can make you feel like a frump the next? Even angels would be well advised to steer clear of such dangerous psychological questions.

There are times when we yearn, if not for the simple life, at least for the simple business. In these moods, something like an LMW pin factory looks good. But then, if we are realistic, we can see one of three things happening in an LMW pin factory. (a) In addition to being complicated, fashion is also insidious. There could be fashions in pins and no doubt under LMW's management there would be fashions in pins. Pin styles would multiply. There would be varicoloured pins, striped pins, printed pins. There would be pins for every occasion, if not for every pocketbook! There would be alterations, custom fittings, and exclusive designs! This year's knockout pin would be next year's wallflower pin. (b) If LMW went into pin production, we would discover that it is already more complicated than we imagine. Pins may be less predictable than one thinks. Although hard and short, they frazzle their managers just as much as filmy, soft chiffons and laces. (c) If the pin business really is as simple as we wistfully imagine, we would certainly grow bored. We would begin surreptitiously to yearn for the human foibles and idiosyncracies which the women's fashion business fosters so marvellously.

We recognize another Catch-22 situation. Damned if we do, damned if we don't. We can only resolve, if we must be wedded to complications, to carry off the ceremony with style!



(from p. 1)

and fragile microcircuitry. We cut them to human size, in cloth, and stitch them together in ways that will improve your relationship with the robots around you, fostering a spirit of friendly cooperation. In so doing, we give new meaning to the word SOFTWARE.

On the cover: left, SOFT GEOMETRY, a two-piece dress composed of not-so-straight-edged triangles.

with rose trim; burgundy and eggplant with terracotta trim.

Right, CHAGALL (remembering the warmth and humanity of his cubism) in pure wool loden, with divided skirt. Combinations are terracotta and burgundy, burgundy and eggplant.

Wearing the Machine



Connie Barnes shows how! Nothing's better than roller skates to get around downtown. Traffic jams, one-way streets, and full parking lots pose no problem.

On her urban whirl, she's in ENERGY, a loden jacket with free-floating puff shoulders for lightness and freedom, and 10-SPEED, LMW's loden knickers.

For action, elegance, or any combination thereof, LMW loden suits come in colours ranging from earthy browns and green to heady purple and wine.