

# LMW NEWS

Lore Maria Wiener

2033 West 41 Avenue

Autumn 1975

"The tints of Autumn, a mighty flower garden  
Blossoming under the spell of the enchanter  
Frost."

Whittier, "Patucket Falls."

27 tints of Autumn for the total  
"tone-on-tone" look to Fall Fashion  
are exclusive, elegant, exciting  
and HERE!

Lore Maria Wiener introduces a new  
concept in sophisticated leg appeal.  
"Hosiery should be considered more  
of a fashion colour co-ordinate  
and less of an everyday boring  
thing", she says, agreeing  
with the fashion oracles in  
New York. And, because she  
believes the single most  
important detail to Fall  
fashion is that of being  
"en tone", she has im-  
ported from Switzerland,  
pantyhose by

*"fogal"*

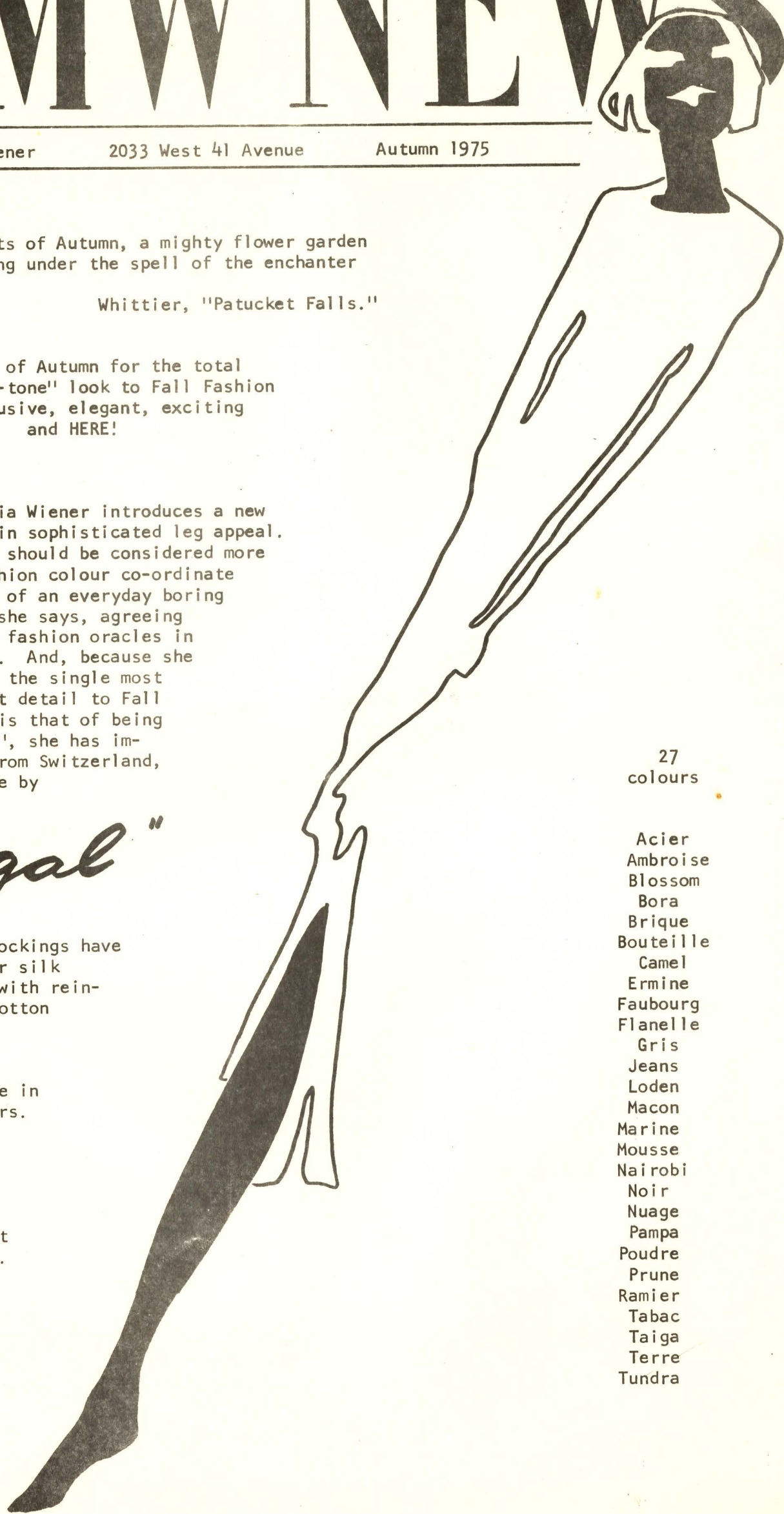
These stockings have  
cotton or silk  
gussets with rein-  
forced cotton  
soles.

They come in  
27 colours.

And  
in  
3  
different  
weights.

27  
colours

Acier  
Ambroise  
Blossom  
Bora  
Brique  
Bouteille  
Camel  
Ermine  
Faubourg  
Flanelle  
Gris  
Jeans  
Loden  
Macon  
Marine  
Mousse  
Nairobi  
Noir  
Nuage  
Pampa  
Poudre  
Prune  
Ramier  
Tabac  
Taiga  
Terre  
Tundra





As well as this all-important "tone-on-tone" concept of fashion today, many random thoughts come to mind when considering what to wear.

A woman can waste a lot of time, energy and money trying to "pull it all together" in the fashion sense. Keeping things simple gives her more time for the important things of work, travel, family or just simple communication with others. Her wardrobe need not be large if it is well co-ordinated, and "works" for her. Each addition should compliment the last, and clothes that endure both in style and quality are essential.

I feel that our shop meets this challenge with great panache. We have in Mrs. Wiener a designer whose talents have been available to us for the past 25 years. She has kept herself ahead of the fashion scene by design innovations that are simply unique. She produces clothes that are better made, better cut, more imaginative yet less bizarre, more flattering on, more adaptable off, better colour in better materials. These clothes form our.....

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#### "STOCK COUTURE COLLECTION"

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The majority of them are manufactured on our premises by talented girls in our workshop. Every article is cut there. A few then go to girls who at one time have been with us, but having married and having had children, enjoy the convenience of working in their homes...a sort of cottage industry concept.

We sell from this collection in one of two ways. First, directly to you, "off the rack", with only the hem to finish. Most of these items are "medium" in size which fit a size 12 to 14 figure. Secondly we sell by repeating the same item in a different size, colour, or material, to suit more closely your particular wardrobe.

To augment this collection we are now importing from Switzerland a .....

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#### "PRET-A-PORTER COLLECTION"

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This is a line of ready-to-wear clothing from the firm of Charles Dumas. Charles Dumas is one of the most outstanding designers of ski-wear and has only recently turned his talents to the manufacturing of sports-wear "classics." His manufacturing expertise allows us to present for sale, well-cut, well-made skirts, pants, sweaters, capes and suits in better materials at competitive prices.



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SHIRTS!      SHIRTS!      SHIRTS!

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Also in our pret-a-porter collection are shirts made in Switzerland to Mrs. Wiener's design and choice of colour. Our first shipment arrived in early October, and consists of 90 shirts in all.....ten shirts in each of nine colours, in small, medium and large sizes. They are 100% pure cotton and are fully washable. Colours? White, cream, light blue, slate blue, navy blue, gris, loden, brique and cyclamin pink! They are beautifully tailored and priced.

\$47.00



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more PRET-A-PORTERS

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VELVET SKIRTS in black, slate blue, brick and mulberry will carry you through the day into evening and through the winter into spring. \$80.00

CAPES in green Loden with matching SKIRTS are a practical and dramatic way to keep warm and 'with it'. Capes. \$115.00

PANTS in black gabardine are beautifully cut and can be matched with black wool CARDIGANS. Both priced at \$90.00

In gray or navy wool flannel. \$47.00

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our STOCK COUTURE COLLECTION

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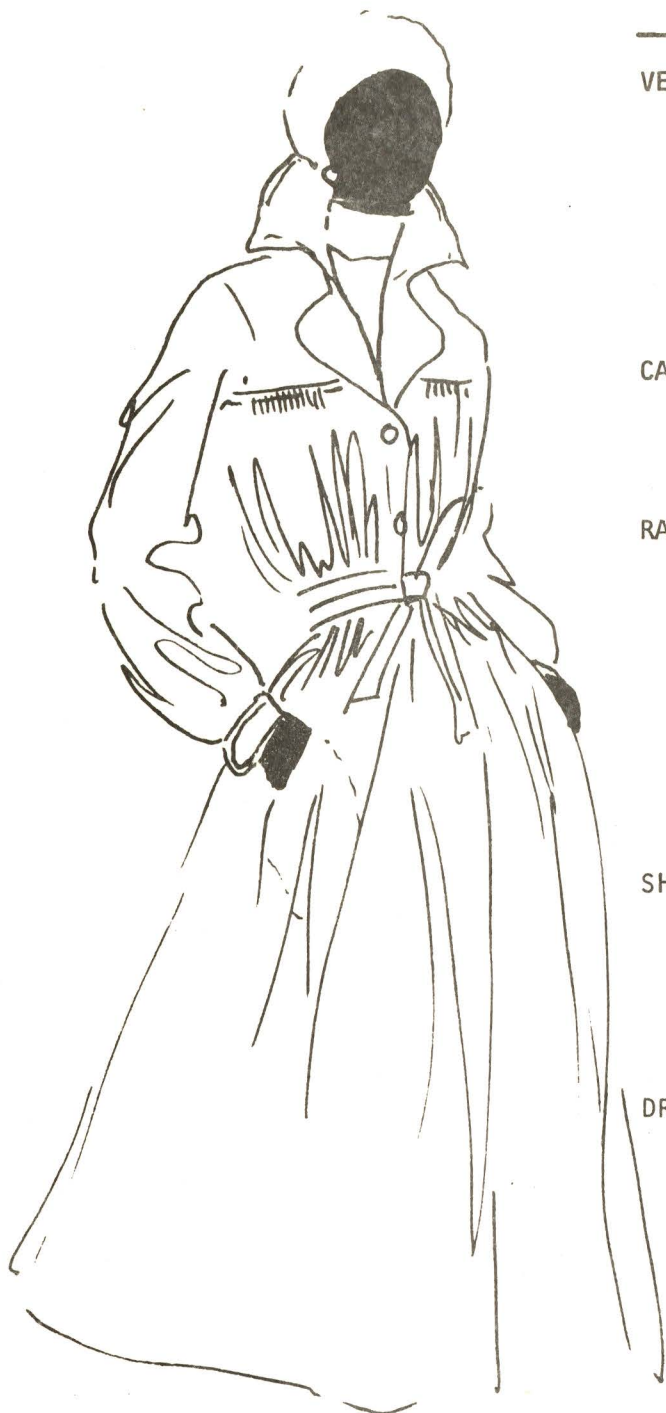
VELVET SUITS that can be worn forever to small dinner parties, the ballet and theatre, have a renaissance air to them. With stand-up collars and large sleeves they are elegant worn with, or without, an evening blouse. The versatile jacket alone becomes a sumptuous wrap over evening pants or gowns of any length.

CAFTANS. Every woman should have a caftan in her life. It works for many different occasions, mornings and evenings, and is a comfortable way to look glamorous.

RAINCOATS have tiny tucks under the yoke front and back, and give a soft voluminous silhouette when not belted. Made of shower-proof poplin, they come in beige, blue and brick colours and are a great fashion buy because they can be worn rain or shine almost all year long. When made full-length, this same coat becomes an elegant addition to your evening wardrobe.

SHORT EVENING DRESSES in Sisan jerseys have voluminous sleeves and are tucked front and back to complement most figures. They too can be worn with or without their obi-type belt and are classic in their simplicity.

DRESSES made of the new, fully washable, softer than every synthetic suede come in a number of styles.....variations on the theme of our raincoats. This outstanding material drapes beautifully and has none of that "cardboardy" feel or sound when you move. It is available to us in shades of beige, blue, brown and black, and we believe that it will replace the miraculous "ultra suede" in popularity.



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And don't forget our exciting range of

*fogal* stockings.

GARCONNE	are knee-highs for wear under pants.	\$2.50
SAINT TROP	are 17 denier stockings to be worn without panties.	\$3.25
TENDRESS	are 20 denier stockings with built in hip control.	\$3.95
MON AMOUR	are 11 denier stockings. They have silk gussets and are so gossamer-like they are definitely for evening.	\$7.25