

FASHION'S LOCAL TWIST

THREE OF THE CITY'S HOTTEST DESIGNERS
DISH OUT STYLE ADVICE FOR FALL

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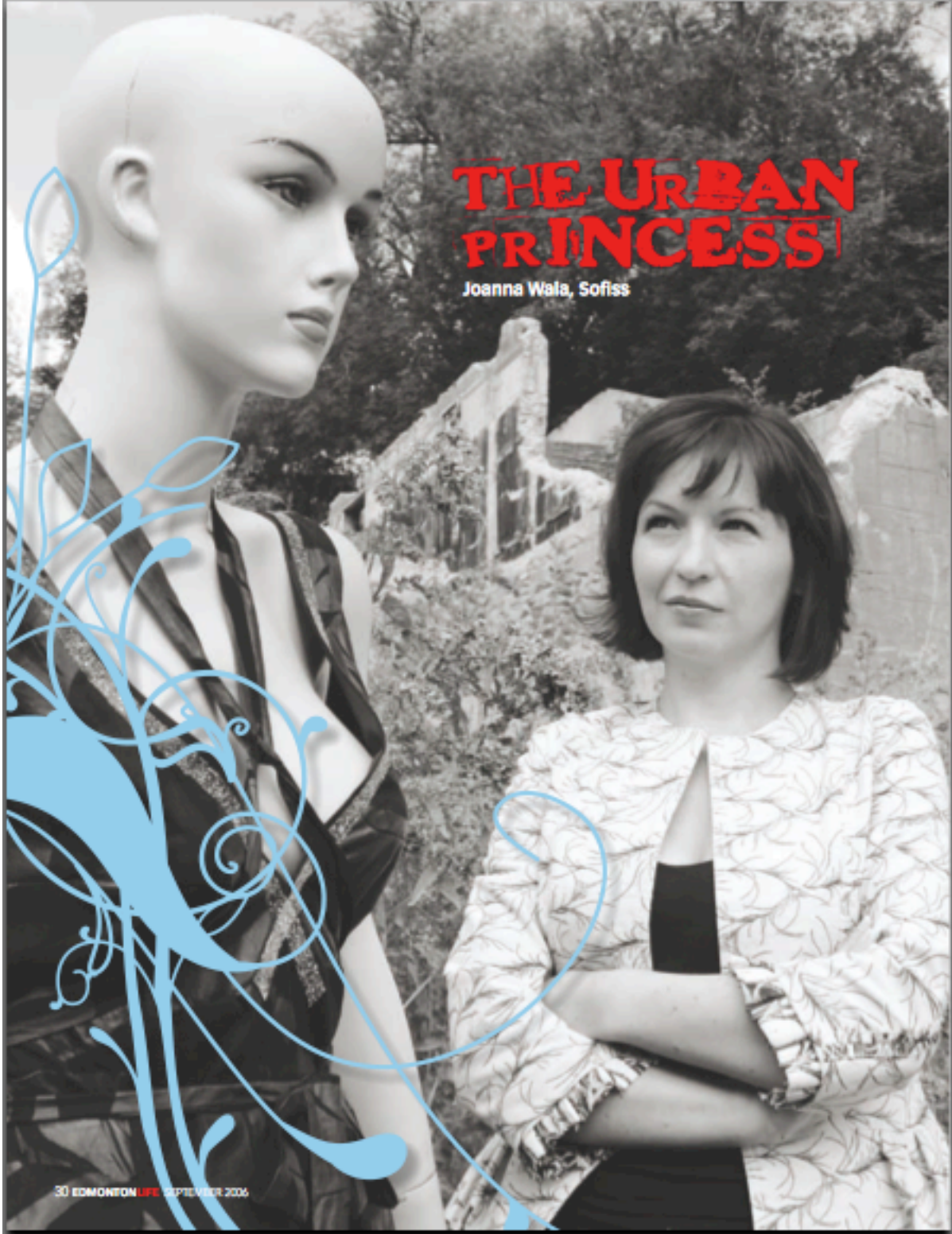
New York. Paris. London. Edmonton. Edmonton? Yes, that's right, *Edmonton*. Although our fine city may not be at the top of your mind when it comes to cutting-edge trends, haute couture, and fashion forwardness, this month Edmonton plays host to its third Fashion Week (Sept. 22-29). Designers from across Canada, along with a local contingent of style mavens, will strut their stuff on the runway, rock your wardrobe and challenge your notions of what's hot, what's cool and what's now.



To help you pull it together for another season, we talked to three of the city's leading fashionistas who love to look good, feel good, and help others do the same. Whether you take it or leave it, they've got some great advice for staying ahead of the curve this fall. (Hint: No, you can't just whip out your leg warmers and acid denim from the closet to re-invent yourself '80s-style. It ain't that easy.) These designers know a thing or two about style, so go ahead, keep reading *Vogue* and *GQ* but stick around for a local perspective that'll open your eyes to the Edmonton design gurus making things happen right here. >>



Also featured:
Stanley Carroll, Joanne
Wells, and Sandra Sing



THE URBAN PRINCESS!

Joanna Wala, Sofiss



JOANNA'S STYLE FILE

Joanna Wala was born to be a fashion designer, spinning her passion for dressing Barbie dolls into a blossoming career. One look at Wala's clothing and you'll see how this local fashionista loves to celebrate the power of femininity. "I would describe my clothing as luxurious, and curve friendly. It's made to be wearable and accentuate a woman's body. I design for confident, self-assured women who aren't about fads or trends."

Wala is known for both her girly-chic style, and her use of high-quality Italian and natural fabrics, such as virgin wool, linen and bamboo fabric. "I find that women react most to fabric and shouldn't be afraid to invest in good quality clothing that offers a better cut and feel."

This designer also finds inspiration for upcoming clothing lines where people would least expect—music. "I had an entire collection completely inspired by the song 'Come Away With Me' by Norah Jones. The clothing had a soft, flowing and pretty feel."

Not only have Edmontonians started to take notice of Wala, so has the rest of the world. "I was invited to Toronto's Fashion Week when I created my first collection." It's no small feat for a new designer, yet her growing popularity doesn't stop there. Wala has also been approached by the popular U.K. denim company Romeo & Hyde to have her tops and coats used in photo shoots for their ad campaigns.

Her toughest challenge yet? Erasing the stigma attached to Edmonton designers. "Many people find it hard to believe that fashionable, high-quality products can come from a place like Alberta." Without a doubt, Wala and her clothing line Softiss will help to eliminate that misconception. >>

3 Fall Tips for Women

1. Update your wardrobe with a beautiful, oversized dark red bag (the new hot colour). Make sure it has some nice hardware on it (large buckles, zippers).
2. Remember to always balance your outfit, if you wear the new "chunky sweater," balance it with a skinny or slim pant and the new chunky shoe.
3. Black and white looks are huge and a great investment for a couple more seasons to come.

3 Fall Tips for Men

Men's fashions are dark and moody, modern and sophisticated. Much like women's fashion, men are stepping away from bling and fuss.

1. Go for clean lines. Definitely a more dressed-up look.
2. Mix a tailored jacket with a casual pant and a vintage inspired shirt.
3. The pea coat or military inspired coats are huge.

Major Fashion Don'ts for Fall

Just because the '80s are a major fall trend, doesn't give you creative license to pull out your '80s wardrobe from the attic and start wearing it again! The '80s may be back in style but it's revamped and looks nothing like the original. It's more about the feel of the '80s and not the actual look.

The ultimate must-have for every wardrobe is...

A nice, crisp updated suit and a great pair of shoes. The shoe always makes or breaks the outfit.

Major trend you hope will never come back in style

Actually it already has: Grunge. Now let's hope the striped pant doesn't follow.

Major trend you'd love to see return

Minimalism

What's your favourite fashion piece?

My oversized Ferragamo sunglasses with raffia stitched flowers on the sides. They're classics with a playful twist.

Which designer rocks your world?

It would have to be British designer Alexander McQueen. He's avant-garde, controversial, theatrical and has the most vivid imagination I've ever stumbled upon.

Where do you shop in Edmonton?

I love Ginger because the buyer has an amazing eye for picking beautiful pieces. EnPrivado for dreamy luxe shoes, and Nine West for a trend quick fix.

Where to find Softiss Ginger Apparel
10116-124 St.



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