

For Givenchy, beauty is elegance

Beauty is elegance ... for Hubert de Givenchy, elegance and the excitement of creation make life beautiful. Throughout his successful career, Givenchy has remained faithful to the principles of classical taste and perfection.

Givenchy is respected worldwide for his designs which express simplicity and strong, refined sense of form, always combining the classical with the modern. Givenchy drew inspiration from the legendary couturier, Cristobal Balenciaga, and from classical French art. The goals of restraint, simplicity, balance, and unity of design mean that proportions must be vital, subtle details will tie in to form an outfit, and the whole must be fluid. Givenchy believes in classical

clothes with a sense of humor, a touch of fantasy.

After only seven years of apprenticeship, Givenchy established his own couture house at the age of 24, in 1951, near the beautiful Parc Monceau in Paris. Less than five years later, he moved to his present headquarters, an elegant eighteenth century building at 3, Avenue George V.

The combination of artist and businessman has led to the continuous expansion of the Givenchy enterprises. Givenchy has always been his own best representative. His gracious manner and elegant surroundings support his maxim that elegance and harmony are not only how one dresses, but how one lives as well. It As

he candidly says, "My clientele pay very high prices; they are entitled to the best."

Givenchy's clients have included such elegant and well-known women as the Duchess of Windsor, the late Princess Grace of Monaco, her daughter, Princess Caroline and Jacqueline Onassis.

Because of the high prices, clients expect their Givenchy clothes to remain in fashion over a number of years. Givenchy agrees: "The fittery madness of new trends often leads to sensationalism - not beauty, not elegance ... my greatest pleasure is to hear a lady say: 'Hubert, this coat, I've had it for years ... it's like my skin, it feels so good' ..."

Available at Elfie's Townhouse.

A distinctive European flavor to Joia Boutique

The recession seems to be everywhere, hitting everyone, but there are a few glimmers of hope, like Joia Boutique. In 1992, owner Maria Manguito was able to expand her store from 500 to 1,300 square feet. She stayed on Kerr Street, where she's been for the past eight years, but the move meant the addition of children's wear, parking at the rear of the store, an office and a stock room.

"The recession is hitting everyone," says Manguito, "but I do have a regular clientele. Even though they're not buying as much as they have in previous years, I am serving them well so they keep coming back. I am very thankful for this repeat business."

Although Manguito has been

intensely involved with the Portuguese community for the 13 years she has lived in Oakville, Joia Boutique serves all European communities. Some of the designers she carries include Joseph Ribkoff, Jackie K., Algo and Pantel. Manguito characterizes the types of clothing she carries as dressy and casual with reasonable prices. A three-piece suit for the office, for instance, is \$169 and a casual outfit would be in the \$120 range. Children's clothing is also available and prices go from \$49 for a floral dress for a 12-year-old to \$29 for a bright red and green infant sleeper.

"Mature women are the majority of my customers," she explains, "but I do get young people as well."

Floral fabrics, tapestries and the colors black and red give the clothing in Joia Boutique its distinctive European flavor. Manguito does all her buying at Toronto fashion shows. "Every season, there are major changes in the clothing I carry," says Manguito, "but every week there is something new."

Joia Boutique is Manguito's first business. "I like dealing with the public and I love clothing," she says. Since starting out, she has brought two family members, her daughter and daughter-in-law, on board to help out in the store.

Treat yourself

(Continued from page 21)

small church groups to large companies. She speaks most often in Toronto, but her work has taken her as far afield as Yellowknife.

Her fashion shows are workshops in how to put a wardrobe together, using, not fashion models, but real people with their own physical inadequacies.

As Christmas approaches and you start to look around for unusual gifts, consult their brochure for some really unique suggestions. How about a Day of Sheer Ecstasy for your favorite lady? Or a massage, manicure, and deep pore cleansing package for that special man? A teenager could benefit from learning how to properly apply make-up. The ideas are endless. And while you're thinking about presents, why not give yourself a much-deserved treat?

ESTÉE LAUDER BONUS AT SEARS



When you purchase 19.50 or more from our Estée Lauder collection, you'll receive a 6-piece bonus including All-Day Lipstick, More Than Mascara, 30 mL White Linen Perfumed Body Lotion, 7 mL Skin Perfecting Lotion, Lightweight Moisturizer and 30 mL Self-Action Tanning Creme, all in a blue and white striped cosmetic bag. Not available in all stores. Limit one bonus per customer, while quantities last.

OFFER ENDS SATURDAY, NOVEMBER 13, 1993, OR WHERE SEARS IS OPEN, SUNDAY, NOVEMBER 14, 1993, WHILE QUANTITIES LAST.

SEARS

Expect more from Sears

VISIT SEARS OAKVILLE PLACE

WE'RE OPEN MON.-FRI. 9:30 A.M.-9:00 P.M., SAT. 9:30 A.M.-6:00 P.M., SUN. 12:00 P.M.-5:00 P.M.

MAURIA CLINIC OF ELECTROLYSIS

Over 14 years of
Combined Experience



MAUREEN
SCOTT

RACHEL
MAILLE

- Eyebrows arched and shaped
- Hairline permanently contoured
- Facial hair removed
- Bikini line shaped
- Arms, Chest & Backhair removed

COUPON
FREE
HAIR REMOVAL
TREATMENT
(Value \$21)
Valid one coupon per new customer
Expires Nov. 6/93
\$\$\$\$\$

Please call for
an appointment **845-8100**

329 Lakeshore Rd. E.
Suite 102

THE KETTLE CREEK CLOTHING Co.

FOR MEN AND WOMEN

COATS
COATS

all
new
fall
arrivals

Full length, Navajo, Hooded
Car Coat, Barn Jackets,
Fleece in two style.

HAMILTON FINDLAY
CAREER WEAR
FALL '93 NOW IN



Walker Place

Upper Middle Rd. & Walker's Line
Burlington

(905) 336-8576

