

Welcome Wagon Bridal Show March 29

Brides-to-be won't want to miss the Welcome Wagon Bridal Show which takes place March 29 at the Halton Hills Cultural Centre.

Beginning at 1 p.m. the show will cover every detail of the perfect wedding with exhibits and demonstrations, as well as a show of the latest in bridal fashions.

There will also be door prizes and gifts for every bride who attends. A special bonus offered for the first time is a chance for each bride in attendance to win a romantic four night Funship Bahama Cruise with Carnival Cruise Lines and Air Canada.

Eighteen local businesses affiliated with Welcome Wagon participate. They include Tuxedo Royale, Fendley Florists, Roos Travel, G.S.S. Office Supplies, Mary Kay Cosmetics, Charlie Boutique, Epicurean Delight, Cachet, The Leighton Image, Carousel Classics, Cocktail Hour Catering, Airtight Products, Zeny Soundz, Royal City Realton, Money Concepts, Randy's Video and Georgetown Fabrics.

The show is free, but space is limited so reserve your spot by calling Doris at 877-6429 or Mariene at 877-8150.

Colors of spring



Betty Burgoyne of Belfountain models the new style of jackets coming out this spring. In a soft green shade, the jacket features cuts in the sides, a tapered front, turned up cuffs and buttons.

Contemporary apparel collections mirror the latest trends in consumer attitudes and demands

There's a new category in the fashion world that has been getting a lot of attention lately. The rag trade tags it "contemporary clothing" — easy, updated weekend wear — and the look is carving out a noticeable niche for itself in the marketplace.

These contemporary collections such as ID #, Kickit and In-Wear/Matinique appeal to a large group of women. "The contemporary customer is a result of the baby boom generation growing up," says Patty Kleinknecht, director of leasing for The Dallas Apparel Mart. "These are women who wore junior lines and are now looking for something a little more sophisticated."

Sophisticated doesn't translate to stuffy, however. The contemporary customer demands the punch of fresh, fun-loving styles, comfortable cuts and peppy prints.

"Contemporary is a separate segment from juniors but it is definitely a spin-off of it," says Kleinknecht. "Whether or not you wear it, you recognize the look."

"Twenty-five years ago, fewer women worked outside the home," adds Kleinknecht. "Today's woman has more of a disposable income at her fingertips."

These career-oriented consumers wear professional business clothes to the office during the week. When the weekend rolls around, uptight suits and starched blouses give way to curve-loving stonewashed and distressed denims from Guess?, billowing camp shirts and pleated pants from In-Wear/Matinique, and soft knits from Joan Vass.

"There are more single women today who have more places to go and to dress up for," continues Kleinknecht. "They want fun, fashionable clothes to wear." Dennis Loisel, Dallas Apparel Mart representative for the Guess? collection,

defines contemporary lines as those offering sophisticated, casual, better weekend wear.

"My customer is looking for something that appeals to consumers who want to be different from the everyday girl," he says.

The contemporary customer is willing to search the stores to find something

different from what she sees when strolling through the streets.

"She wants her own look," says Kleinknecht. "She's aware of how to pull clothes together and will buy a whole outfit piece by piece to make it look just right."

• GREEN GINGER •

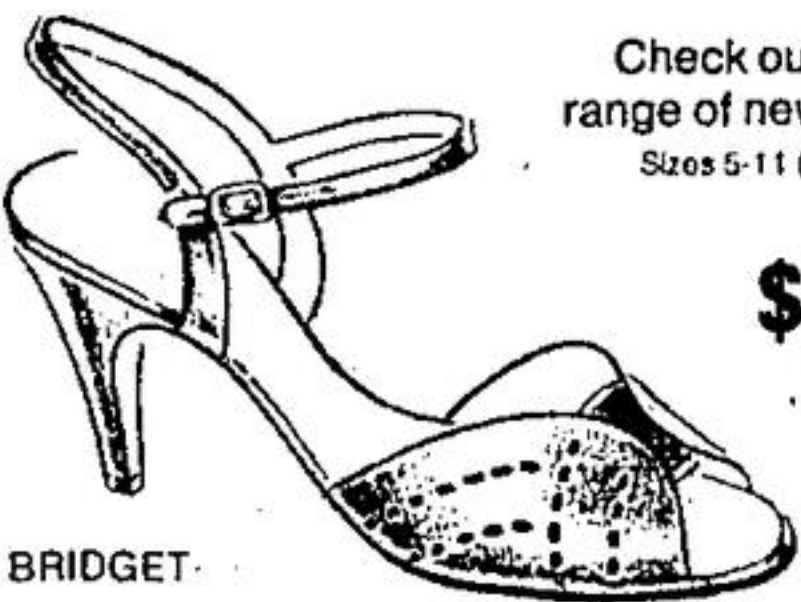
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