

All eyes are on you



DELICATE, ELEGANT, AND SOPHISTICATED eyeframes are de rigueur for today's bride. Alencon lace, pearls and a dewy complexion complete the picture of a beautiful bride on her most memorable day. Marchon and Marcolin, leaders in fashionable eyewear, are showing new frame styles that feature just the right amount of golden detail in the single brow bar to highlight the bride's eyes in daylight — and dramatize them at night by candlelight.

New Classy creations from Givenchy and Yves Saint Laurent usher in renewed elegance for the 90s

—Montreal—Early indications here and in Europe suggest the 90s will be the most important decade ever in formal wear history, and Classy Formal Wear will be the leading exponent of the 'new look' in Canada. The 'new look' is a bold re-emphasis of the traditional values of elegance, understatement and timeless refinement.

Classy's chief triumph for 1991 is undoubtedly the Givenchy White Dinner Jacket. Long-recognized as one of Europe's most illustrious design houses, Givenchy is now gaining new prominence. Offered exclusively by Classy Formal Wear, the Givenchy White Dinner Jacket is already making waves in this country. "The style is impeccable, as you would expect from Givenchy," says Classy president Stephen Hecht. "The cut is unmistakably European, with a satin shawl collar and single-button simplicity. It's faultless. I haven't seen anything in

the formal wear industry to compare with it."

Classy offers the widest selection of exclusive European designer formal wear in Canada. The Yves Saint Laurent Formal Wear Collection of eight ensembles is the preferred choice of most discerning couples. "The 'new look' refinement of Yves Saint Laurent is evident at a glance," observes Hecht. "And the remarkable thing is that he's able to do it with every ensemble. From the classic black single and double-breasted styles, all the way to the very contemporary 'Sterling Grey Tuxedo.'"

The innovative Uomo Classico Collection, inspired by the latest European styles, is also a Classy exclusive. Classy has chosen to expand the Collection further with its latest model—'Forza.' Luxuriously blended with pure wool and mohair, double-

breasted, pewter grey, 'Forza' is faithful to the innovative spirit of Uomo Classico.

"Apart from outstanding service, a Classy tradition stretching back over 70 years, style and fashion have always been our strong suits," says Hecht. "Style is becoming increasingly important today, as more couples choose to indicate 'Black-Tie Invited' on their invitations. What they're saying, basically, is that the overall look of the wedding matters. Don't forget—this is the most important day in their lives together. By wearing black-tie, each man attending the wedding can make an important and lasting contribution to an event that will live on in memory, pictures and video.

With 50 stores and more than 1,000 agents across the country, Classy is Canada's largest and most respected formal wear company.

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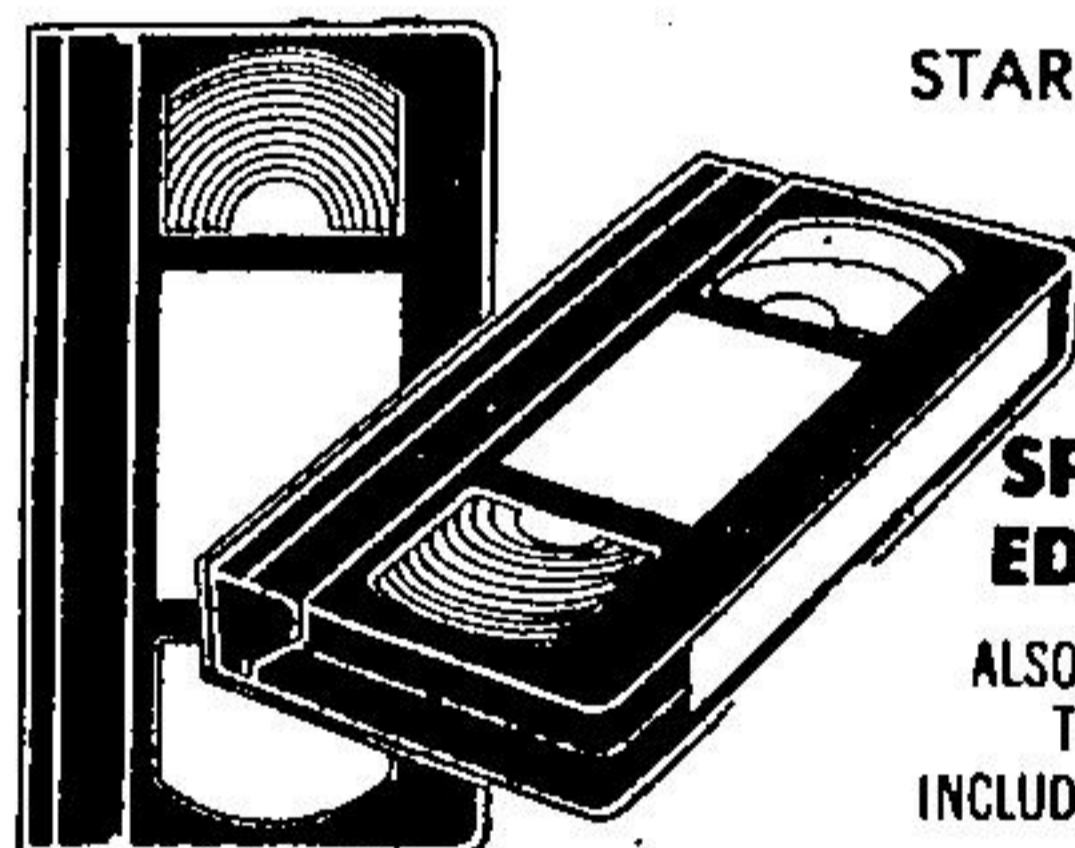
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