



# THE LMW<sup>\*</sup> FALL CATALOGUE

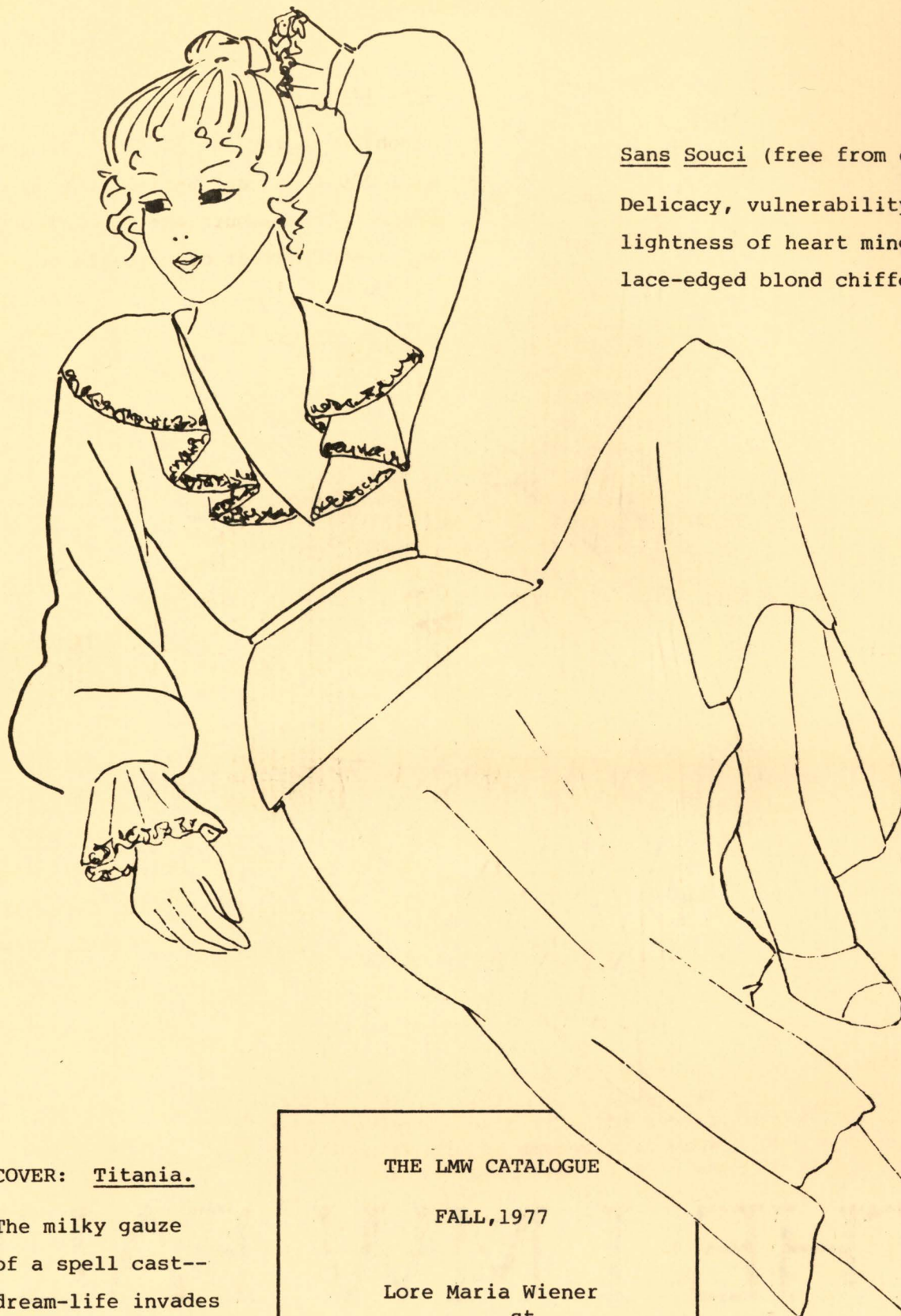
<sup>\*</sup>partial



# CHIFFONERIE

COVER: Titania.

The milky gauze of a spell cast-- dream-life invades the waking world. Fine chiffon with pleated ruffles, in pale grey or beige. \$400.



Sans Souci (free from care).

Delicacy, vulnerability, and lightness of heart mingle in lace-edged blond chiffon. \$315.

THE LMW CATALOGUE

FALL, 1977

Lore Maria Wiener  
2033 W. 41<sup>st</sup> Ave.,  
Vancouver, B.C.,  
Canada

604-261-5010

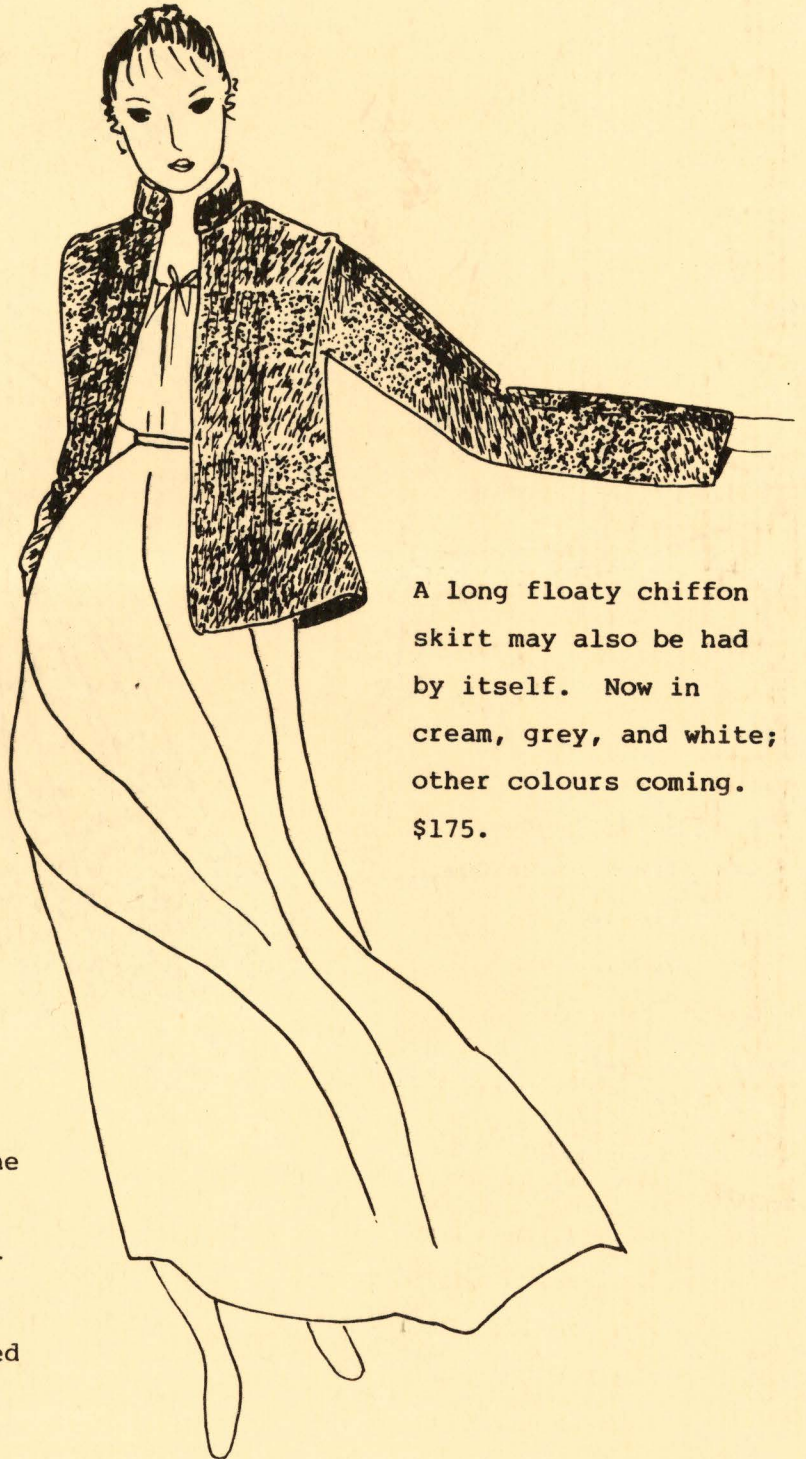
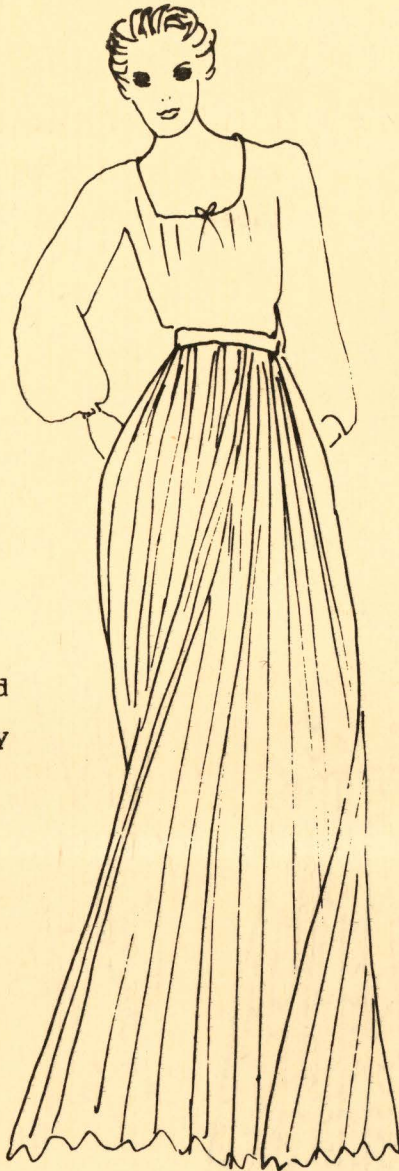


Lake Titicaca.

A mohair jacket as light as the atmosphere at 12000 feet, and warm enough to wear there. The colours are mingled purples and green--sunset over jungle over lake. \$300.

This extravagantly expansive accordion-pleated skirt is Concertina.

It is available in two intricate multi-coloured wool prints by Fischbacher, and in two degrees of fullness, for \$225 or \$285. The blouse (from Green Air) may be had for \$115.

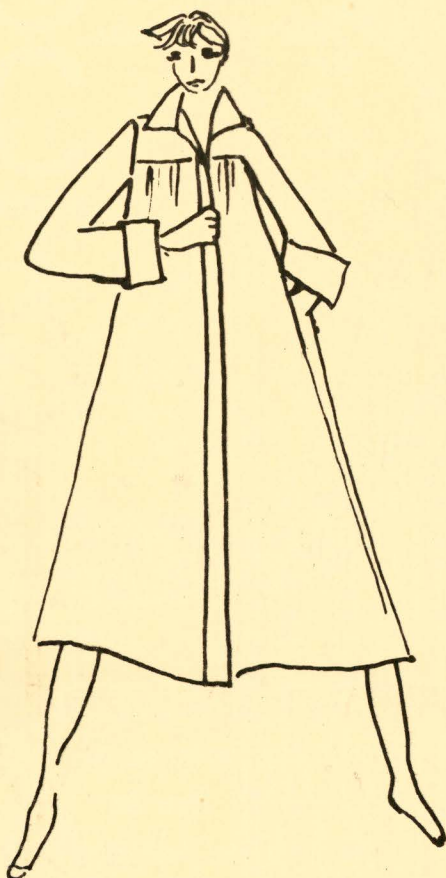


A long floaty chiffon skirt may also be had by itself. Now in cream, grey, and white; other colours coming. \$175.

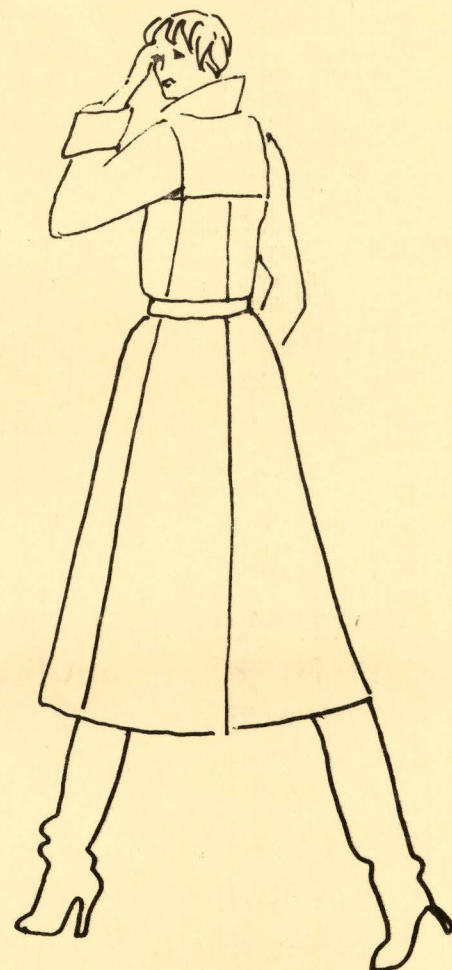
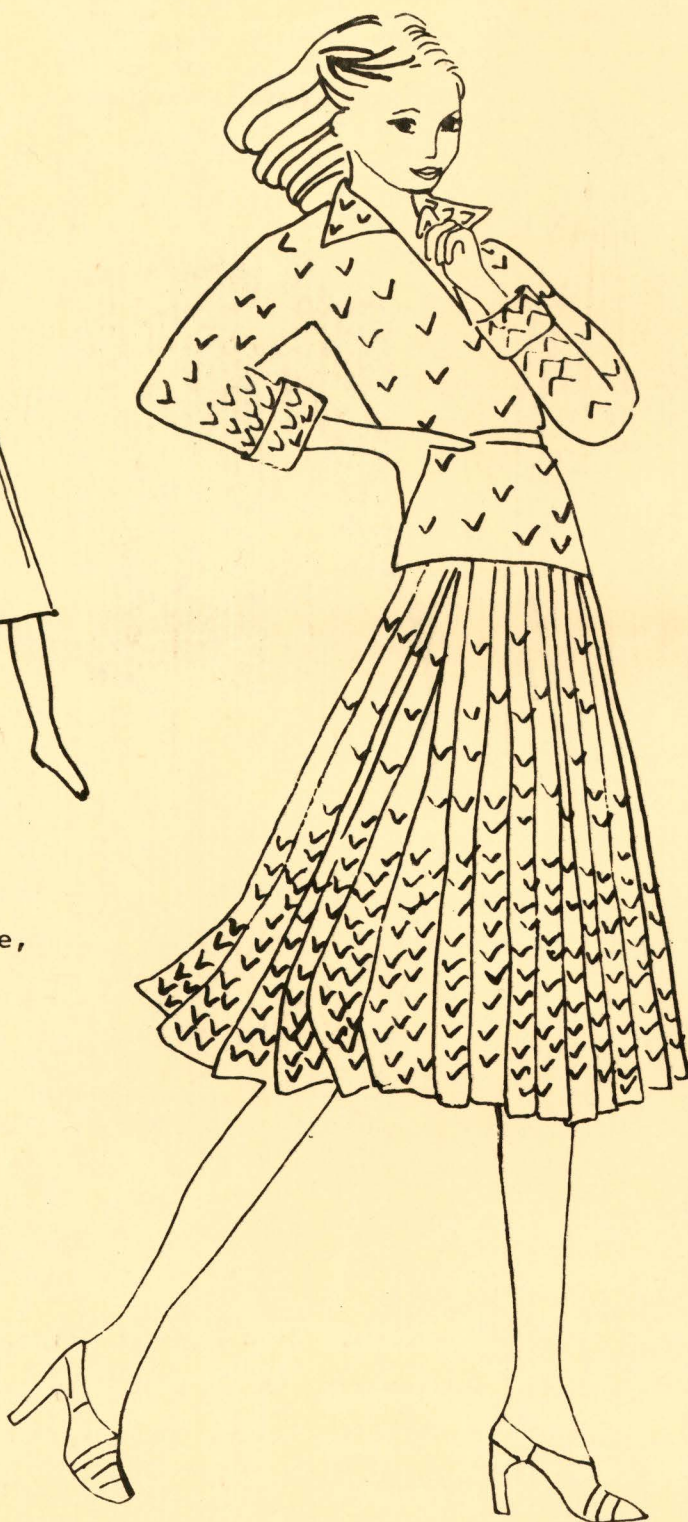
Lake Titicaca's natural complement is the Bolivian forest (refined and brought to the drawing room)--Green Air. This two-piece dress (plus underskirt) in green chiffon is \$300, or (with a more gathered skirt) \$340. The same style comes also in other colours.



When this two-piece wool challis dress comes in cream-and-wine, it's known as Red Cedar; when in cream-and-green, Spruce. \$285.



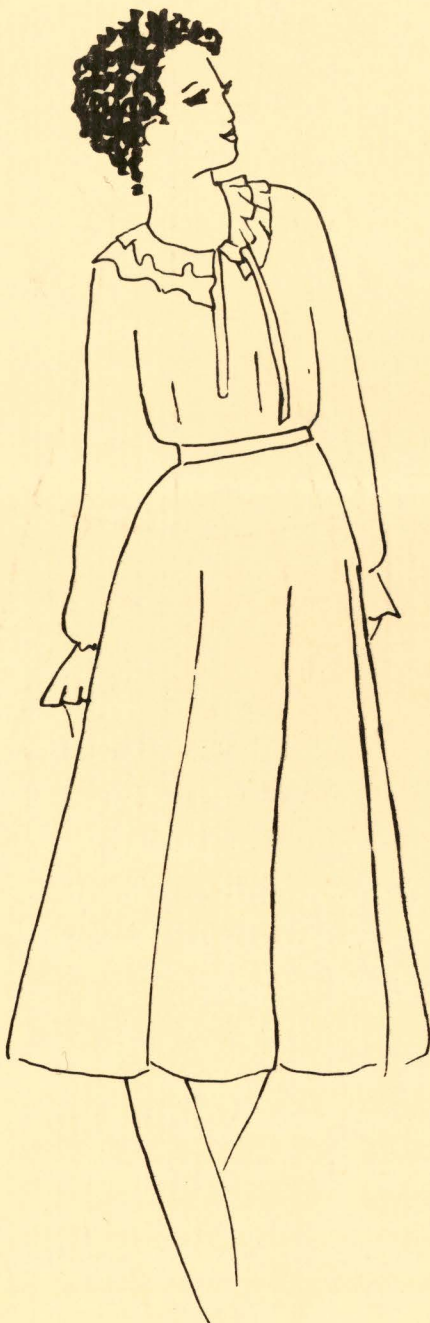
Wear Red Cedar under Florentine--our unique, reversible coat in thin drapy leather (smooth one side, suede the other). Available only in its namesake red. \$625.



Wear Spruce under Edelweiss--a loden classic in white--or Tyrol, the latest green-loden LMW. \$390 lined, or \$360 unlined.

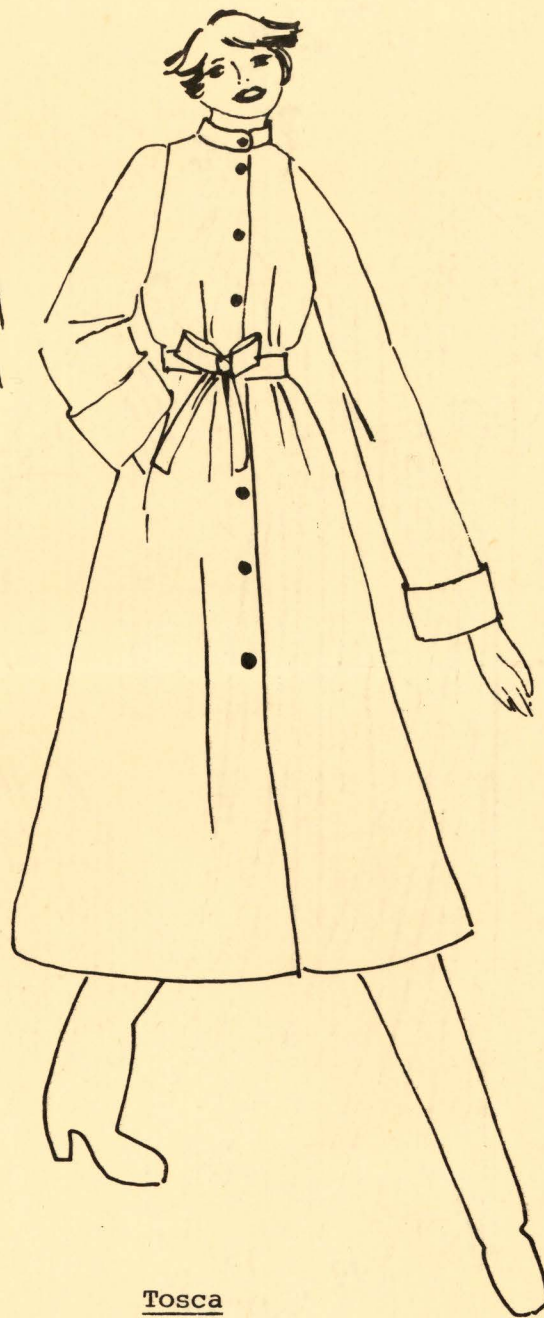
#### City-4

The ruffle detaches to reveal a round neckline, and a sportier look. Dress, \$155; ruffle, \$50.



#### City-2

This one-piece wool jersey dress comes in navy, bottle green, crimson, brown, and denim blue. The scarf doubles as a wide sash. Dress, \$115; scarf, \$30.



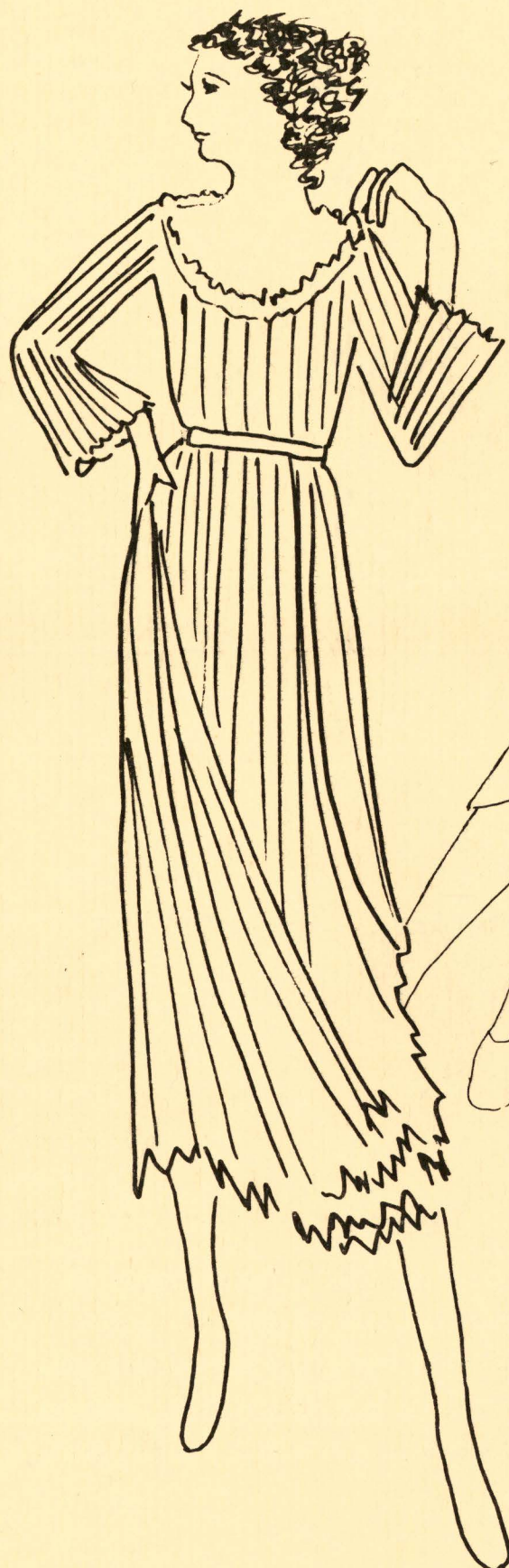
#### Tosca

Not an LMW, but a stylish raincoat imported from Italy, with a light cozy lining and a collar-belt to keep out drips and clammy air. Attractive shades of grey-green (bay leaves), red-brown (cinnamon), and beige (coffee with cream). \$165.

CITY LIFE



# NOCTURNALE



## Quicksilver

A live, rippling, liquid dress in matte jersey. In peach, rust, grey, or blue. From \$275 to \$300, depending on colour and skirt length.

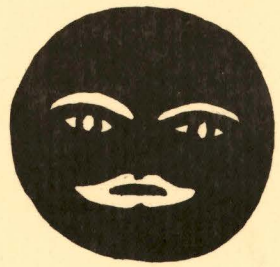
## Electricity

Spark-potential in body-hugging mushroom-pleated satin. This dress is charged. In black, other colours, \$350.



### Le Chat

In a cashmere-and-silk mix by Fischbacher, coming to rich folds at the neck, this dress is as sensual and self-possessed as a contented cat. \$375.



### Kashmir-2

A stately cashmere coat, with tucks front and back. In black, navy, or blond-beige, \$695.

### Swish

The 1977 LMW silk raincoat has a new detachable ruff. Swish is \$435; the ruff, \$65. Navy, black, and peach are in stock; putty, dark green and dark brown are expected.



HAS RELIGION DECLINED IN OUR SOCIETY? NOT AT all. We have just switched allegiance from gods to demi-gods. What is happening is a revival of heroism, in the classical sense--reverence for beings (Hercules, Prometheus, Orestes) whose parentage is half human, half divine. The new name for this old phenomenon is stardom.

Our belief in stars is so implicit, it doesn't feel like religion. We do not put our star-worship into a separate mental compartment labelled "holy mysteries." But we should--and then seal it off forever.

As religions go, star-ism has a lot to be desired. To begin with, it distorts the facts. It elevates the achievements of a few on a bubble of make-believe. Of course, the contributions of some people exceed those of others. But the star-myth exaggerates those differences absurdly. Its world-picture is of a vast human plateau dotted at wide intervals with shining superhuman pinnacles. This is unrealistic. As all experimental psychologists know, the accurate image of human achievement is a bell-curve.

Besides distorting our vision with metaphysical lenses, star-ism shows its religious nature by moulding our values. Stars are invested with mystical authority. They are not subjected to ordinary standards of criticism. An action which would provoke outrage or contempt if performed by a mere mortal, becomes acceptable--even fashionable--if done by a star. Hockey bloodshed, spatter-painting, cocaine in front of the amplifiers. This applies not only to the star's metier, but to completely extraneous behaviour. A star can make rudeness look like urbanity, sadism look like superiority.

The clothing trade provides cases. We have our objects of worship, whose offerings are not usually judged, but uncritically accepted as standards of judgement. If they say the bustle is beautiful now, it is.

Here, the artificiality of stardom is very evident. You may have noticed that all our stars are designers. Yet the designer's talent is only one of several essential contributions to couture. What about the pattern-makers--those with the sophisticated expertise in three-dimensional geometry to make fluffy concepts fit intractable flesh? What about the makers--skilled artisans whose knowledge of specialized techniques, machines, and fabrics would fill books, and whose hands are as quick and sure as those of pianists? The credit should be distributed.

Stardom, especially in our trade, is tyrannical. To accept the designer as arbiter of fashion can lead women to dress unbecomingly. Bustles are not for everyone. Women must bear the ultimate responsibility for their attire. Our establishment, in various modest ways, tries to encourage this. Our ruffs, ruffles, and bustles are detachable. Wear them if mood and moment strike you. We will not make the decision.