

ALL DRESSED UP

Classic can be oh so contemporary and sexy:
Caroline Watkins discovers Joseph Ribkoff

Joseph Ribkoff launched his first collection back in 1957, at a time when women's fashion was undergoing a complete revolution. The entrepreneurial Canadian designer was ahead of his time then – and he still is.

His collections succeed in being classic, chic and contemporary, and sexy. This is clothing that responds to the multidimensional needs of today's busy woman. The label is constantly evolving and today includes versatile dresses for all occasions that can take you from day into evening, gowns for formal occasions, hard-working favourites, essentials for every wardrobe, and easy separates with a slightly more fashion-conscious edge.

Joseph Ribkoff has built his international reputation on this innovative versatility as well as the affordability and quality of the collections.

He's very proud that all his clothing is designed, sewn and produced in Dorval, Quebec, in Canada, which is a remarkable feat in today's fashion world. Since 1990 the offices, workshops, showrooms and warehouse have all been housed in one state-of-the-art complex.

Joseph is somewhat nostalgic when he reflects on a fashion industry that is increasingly turning to Asian production markets. "Not many designers have survived globalisation and the competition of Asian countries," he explains. "I attempted to outsource a portion of my production 20 years ago but I quickly changed my mind." ►





He is extremely conscientious about the quality of his clothing. This control over design and production is perhaps one of the reasons why Joseph Ribkoff has garnered so many awards from around the world, including being named one of the top mainstream brands in the UK's Drapers magazine.

Elliotts of Lymington recently introduced Joseph Ribkoff into its carefully chosen selection of top-quality labels.

"We had been looking at Joseph Ribkoff for a while," explains Erin Welker, managing director of Elliotts. "We always try to find a label that would suit anyone's style: we look for varied hem lengths and dresses that are available with and without sleeves."

"We really liked the fact that Joseph Ribkoff uses so much colour and lots of different prints. In addition the styling means it can be smart or casual daytime wear as well as elegant enough for more formal evenings and special occasions."

"Joseph Ribkoff styling is a clever mix of classic and contemporary, with dresses designed to hide the bits of our bodies we hate while simultaneously showing off our best features. Consequently Joseph Ribkoff has developed a loyal following, with customers coming back time and time again because they know the styles they like and what suits them."

"The crossover dress has been particularly popular, as it's so flattering, and it comes in a wide range of prints and colours."

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Erin continues: "For next season Joseph Ribkoff is bringing in some rather beautiful maxi dresses, but they always ensure that a few styles follow on from each season, and we make sure we offer a selection of the Joseph Ribkoff favourites: those wardrobe essentials, such as trousers, tops and cover-ups, that work alongside the seasonal buys."

"The Joseph Ribkoff collection encompasses all looks and all needs: you can choose from different skirt and trouser shapes and lengths to team with a large selection of jackets, and tops with some absolutely stunning neck-line details."

Erin concludes: "What I particularly like about Joseph Ribkoff is that it's so wearable any time, any place, and you feel so good when you're wearing it."

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