

This year's extravaganza aired a Banff Springs Hotel to an audience of val guests and a clutch of Calgarians. stein didn't disappoint. Using the t from the musical, Cats, she staged a sophisticated ramping of Canadian t Majors in the show were the woven an furs by Marilyn Blumer, Paula Lisl Norma, Passion Knits and more.

These designers combine luxurious fu wool in jackets, capes, sweaters and Bernstein claims the designs are unig providing sophistication and eleganc Eastern women and fashionable, hon the-range looks in Western Canada.

Bernstein carries about 12 Canadia bels, three of them from Western desi She buys the latter not only because are smashing, "but because they dese showcase."

Stars like Dinah Shore visit the when in Banff, carting home Canadian like Blumer's (tagged from \$2,000 up Bernstein says, "they can afford any and goodness knows they have acc many. It says something when the Canadian."

It bothers this dynamic shopkeeper most major Canadian shows take pl the East. She'd like to see the Clairol ion Awards set in the Rockies. "Is anything more beautiful? And we s have the chance. After all, there are W finalists."

Bernstein's latest caper is to videota shows and package them as mail order ping. "Clients could rent a video and l party, something like Tupperware. It be fun and educational."

★ ★ ★

There are retailers dedicated to making money and there are some like Rokie Bernstein who put the promotion of Canadian fashion talent ahead of the buck.

Of course Bernstein wants to make money. Any fool knows that, but the owner of The Snowflake boutique in Banff takes pride in being Canadian and wants the tourists of the world to know this country has some hot-shot designers.

So each year she produces and pays for a thoroughly professional fashion show for the Banff TV Film Festival to show guests what Canadian talent is all about.

Her talent for developing ideas began a bachelor of commerce degree, stud New York's Fashion Institute of Techn (she can't sew a straight line), a desire editor of a Canadian Vogue ("I haven't this yet"), a stint as advertising mana The Bay, Winnipeg, and then off to Deer College to set up courses for wor management.

Her first Banff outlet was The Source still going along with The Wild Rose she carries trendy, less expensive line the half-price shop she's dubbed The Rose.

She says she wants to promote Ca and as long as she can find Canadian she'll sell them.