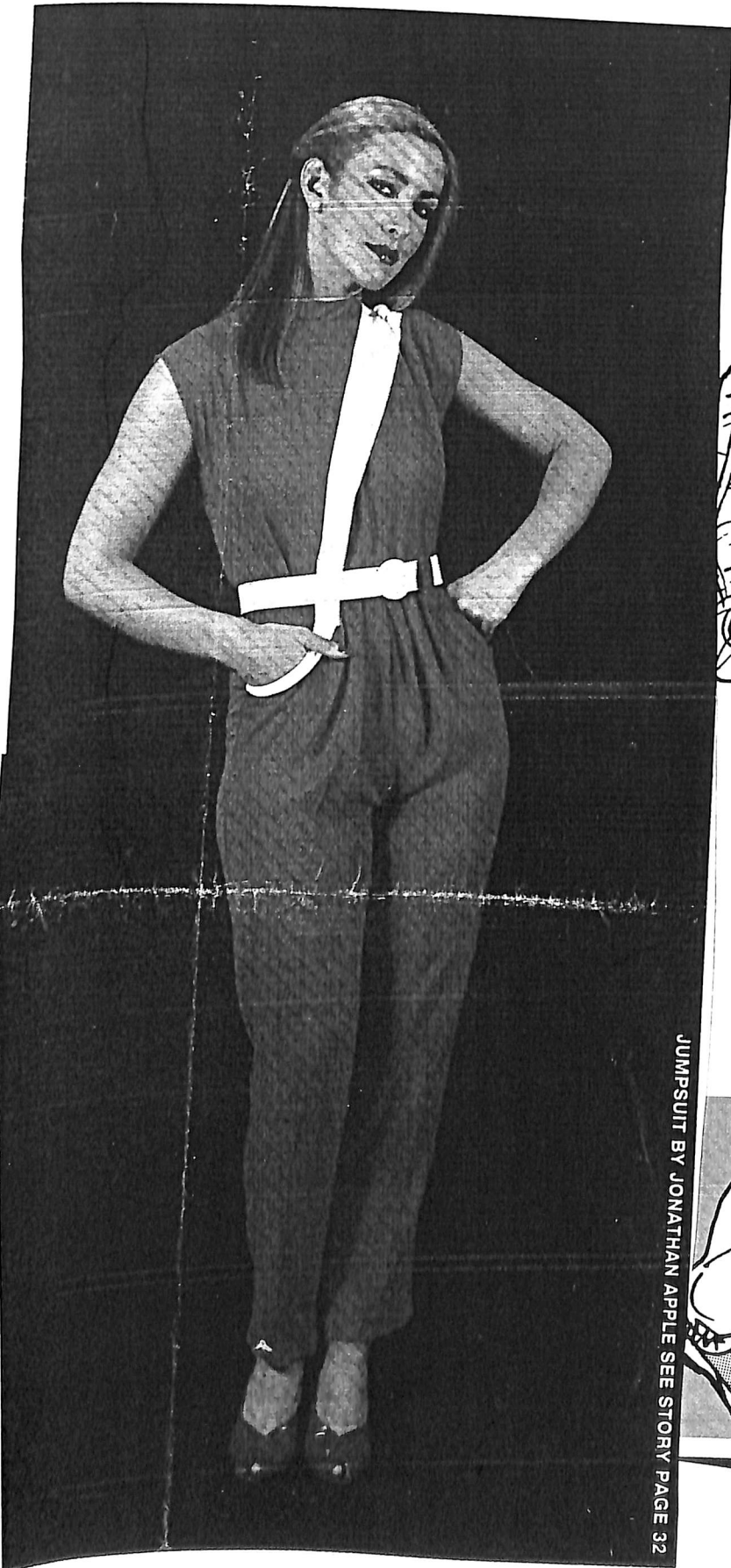
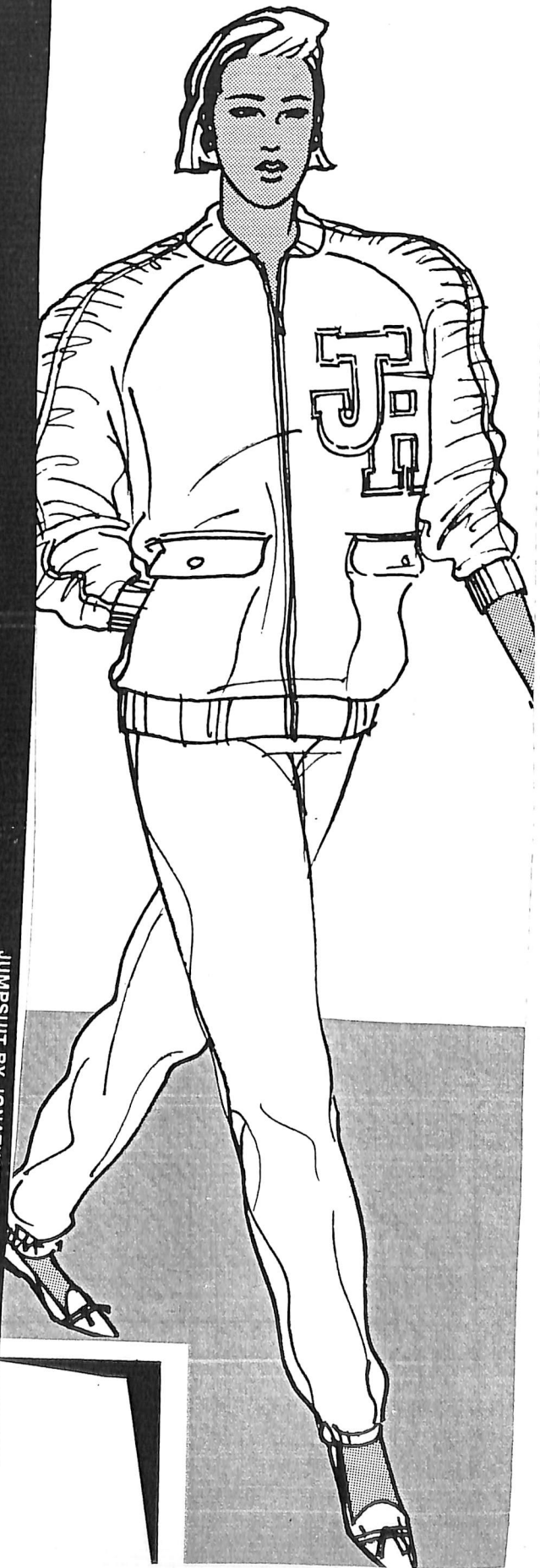


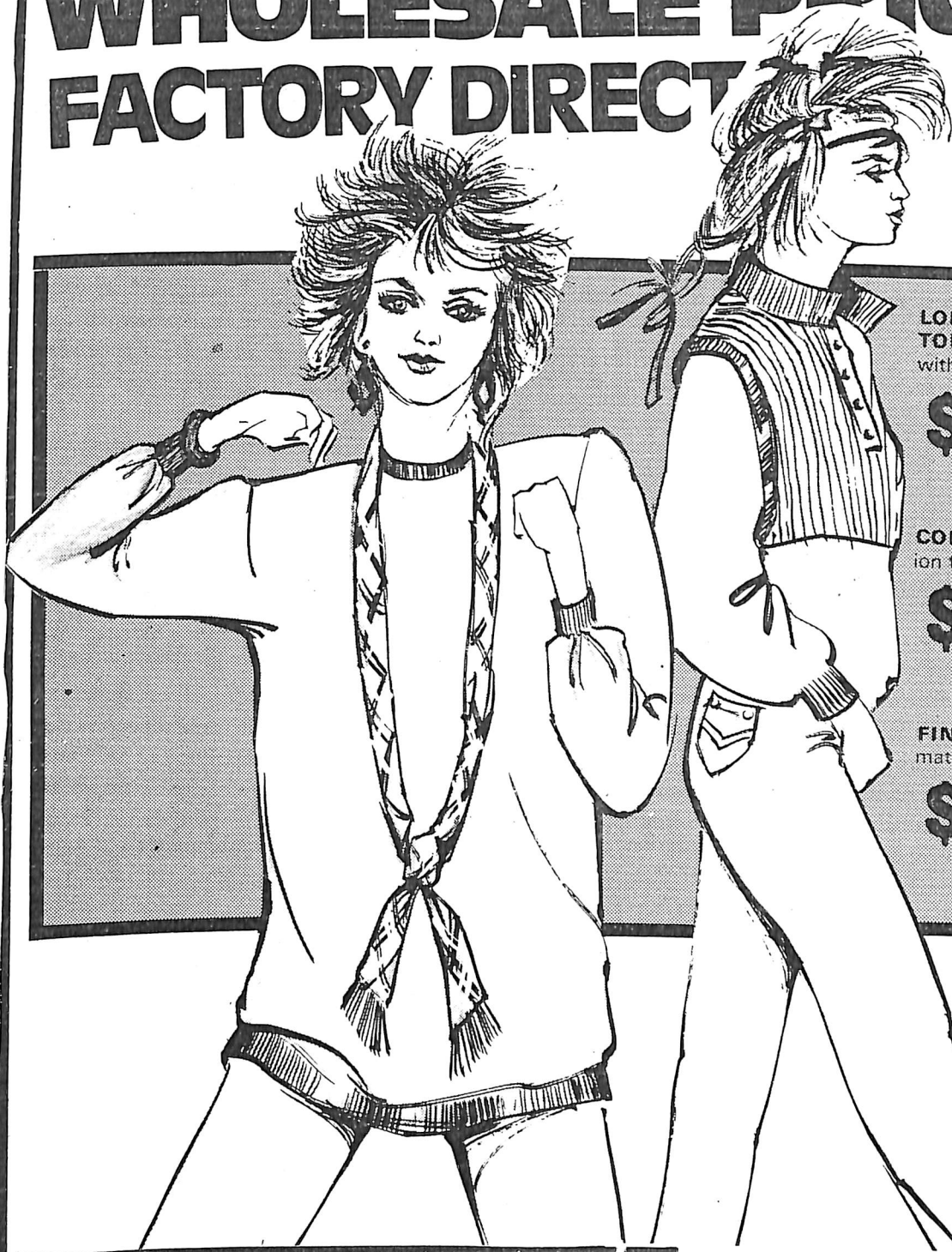
The campus jacket by Jonathan Apple, in polished cotton featuring ruffled sleeves



JUMPSUIT BY JONATHAN APPLE SEE STORY PAGE 32



# FASHION AT WHOLESALE PRICES FACTORY DIRECT TO PUBLIC



LONG LINE FLEECY KNIT  
TOP  
with wool check scarf \$3.00

**\$14<sup>00</sup>**

CORD KNIT combination fash-  
ion top

**\$18<sup>00</sup>**

FINE CORD booting jean's to  
match tops

**\$16<sup>00</sup>**



**Jonathan  
Apple**

**62 DUNN CRES., 793 5744**

**YARN DYE**  
Check shikes  
polyester/wool

**\$18**

**WOOL SKIRT**  
Stripes and  
plains

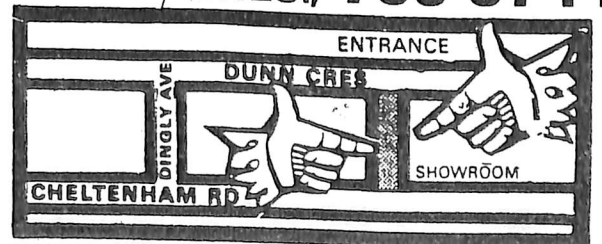
**\$20**

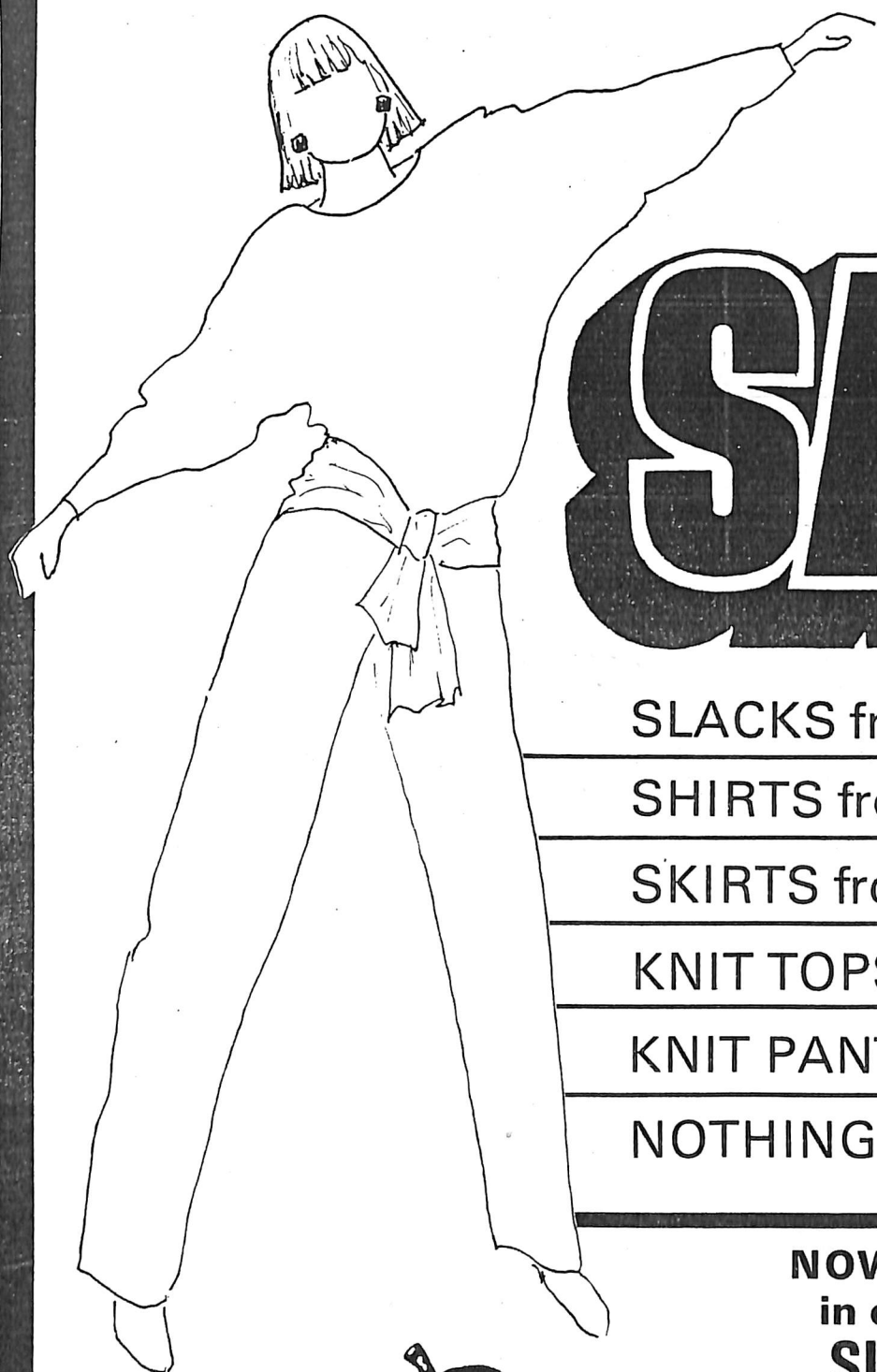
**CREW NECK**  
Fleecy knit  
tops

**\$10**

**SUEDE DRESS**  
Sizes 10;18  
Suits all figures

**\$35**





*Announcing  
Jonathan Apple  
Final Winter  
Clearance*

# SALE

SLACKS from	<b>\$10</b>
SHIRTS from	<b>\$15</b>
SKIRTS from	<b>\$15</b>
KNIT TOPS from	<b>\$10</b>
KNIT PANTS	<b>\$10</b>
NOTHING OVER	<b>\$20</b>

**AND**  
**NOW AVAILABLE**  
in our 2nd shop  
**SUMMER NEW**  
**ARRIVALS**

- \* colourful & exciting new knit story
- \* bold & vibrant prints
- \* "old world" rose prints for a romantic look
- \* soft pastels for a gentle touch
- \* tropical cottons for a dreamy night
- \* elegance in lace



# Jonathan Apple

**62 DUNN CRES**

**KEYSBOROUGH  
793 5744**



# Spy ALL AUSTRALIAN FASHION

## Spy Jonathan Apple in Arnel

An Italian boating number in French blue and white. Bold wide bands of blue and white in the blouson jacket...diagonal ribbon stripes on camisole top, and matching slender white cuffed pants. Sizes 8 to 16.

In new Arnel summer  
Lightweight and easy-care  
developed for our summer  
by Australian mill  
**HEATHCOAT**

Matchless  
fashion sense  
with the  
**ALL-AUSTRALIAN**  
fashion tag!

Clue to value, style  
and a winning trip to  
NEW YORK, NEW YORK  
as Australia's Fashion  
Spy of the Year!

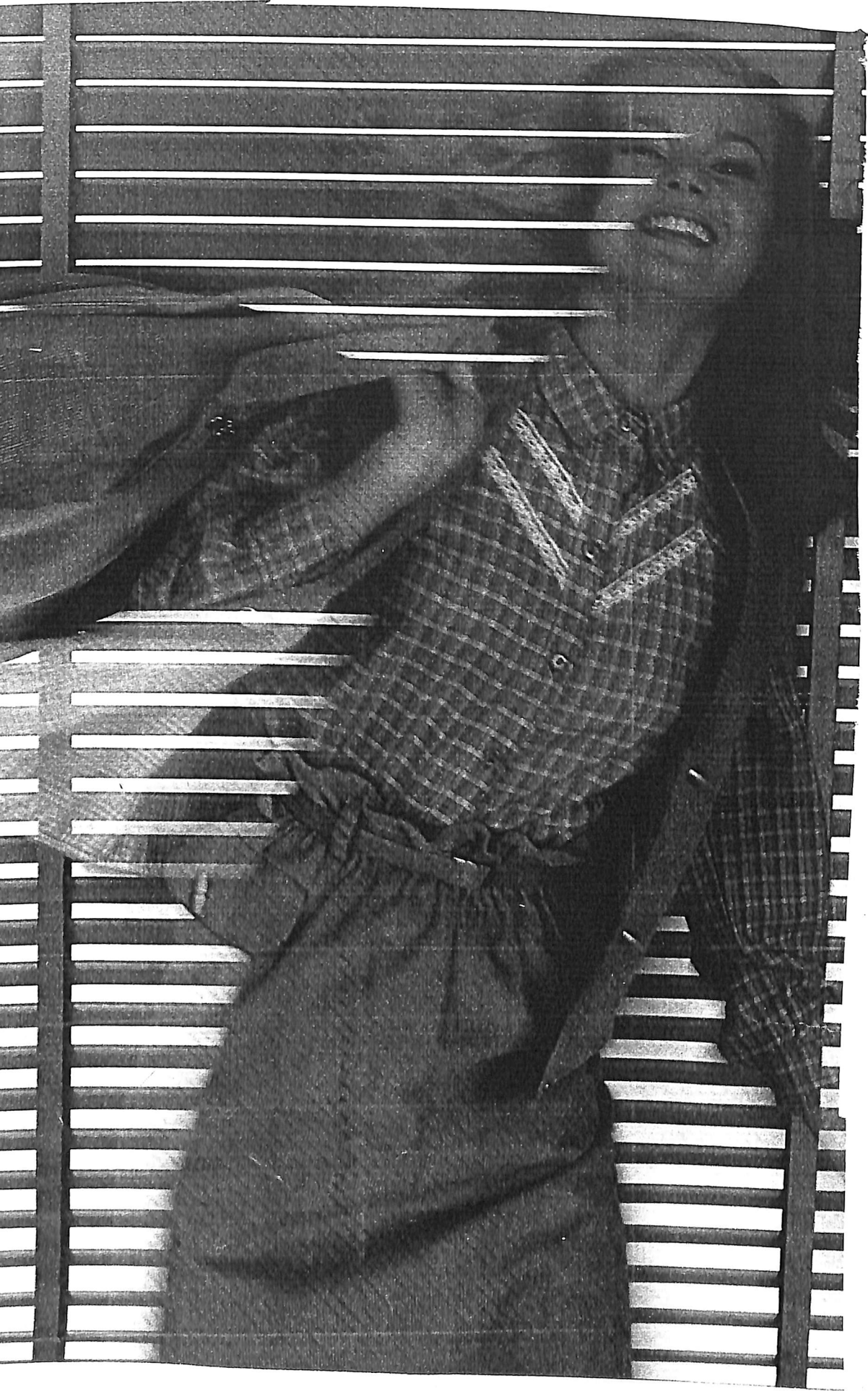
Summer make-up by Max Factor



**SPY THE  
ALL AUSTRALIAN  
FASHION TAG  
IN YOUR STORE**  
Entry details page

Clues to stockists in 'Where to Buy' page

13 Mossil lavender, cord skirt, \$30, jacket, \$74 and waistcoat, \$39. Jonathan's sport shirt, \$35.





Jonathan Apple blue, woollen pants, \$42 and check shirt, \$36. Lemon jacket, \$65.



Jonathan Apple tartan skirt, \$48, blouse, \$37 and jacket, \$56.



# In fashion for the big parade

"OOH! What will I wear to the Fashion Awards . . . ?"

Funny how a simple question like that can almost warrant a rewrite of *The Agony and the Ecstasy*, because no Aussie Ecstasy worth their salt would deliberately miss the glitziest and most glamorous all-in-backslapping bash on the fashion industry's calendar.

And agony, because whether it is openly admitted or not (usually not), when ragtraders get together the unofficial competition for "best dressed" is nothing short of ruthless.

And there are 800 ragtraders expected to attend the 1985 Australian Fashion Awards presentation night in the Southern Cross Hotel next week, Thursday, August 15.

For a position on the guest list, one must fork out \$125 and observe the dress code "creative black tie."

Translated, that means "go for broke", "give us all you've got", "dress to the TENS!"

No resurrected deb dresses or revamped groom suits please — only gowns and garb to epitomise all the gorgeousness and gorgeousity of current fashion.

For their co-operation, guests

will be rewarded by becoming the exotic "mobile decor" in a hot pink and tropical orange parade filled with spectacular sights and sounds created especially for them.

That's the promise of vice-president of the Fashion Industries of Australia (FIA) and chair-man of the Awards committee, Mr Rob Palmer.

Rob and his team of creative professionals intend to spin the illusion of a private dinner party around the 800 noisy ragtraders.

Each table in the massive new auditorium at the South Cross will be individually spotlighted: "So they'll look like a lot of floating islands," says Rob.

Preparations for the night, plus ground-

round-

train to

by ABC

plus 10

The

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Guest

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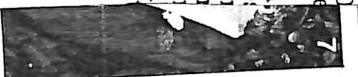
pleasing to discerning eyes and palettes.

Almost 50 of Australia's most talented models were chosen to take part in the 75 minute presentation of designs by about 50 Award finalists.

Their choreographed movements to and fro along the runway will complement professional dance sequences, creative lighting, specially recorded music and appearances by "sophisticated entertainers," according to Rob, including cabaret sweetheart Chelsea Brown.

This is the first time in seven years that the Awards, now 15 years old, will be staged in Melbourne.

The last presentation, 18 months ago in Sydney, was televised by Channel 9 and drew enough viewers to record a



7. Never one to pass up an opportunity,

Tony Wenzel chats to Jane Parker (Country Road) 8. 'If I don't win I'll jump . . . ' John O'Reilly (Jonathan Apple). He's a finalist 9. One of the perks of being chairman, David Asimus (Australian Wool Corporation) (The

congratulates Gyorevi Harangozo (The Wool Corporation) 5 Young Designer Award winner) 10. No offence to

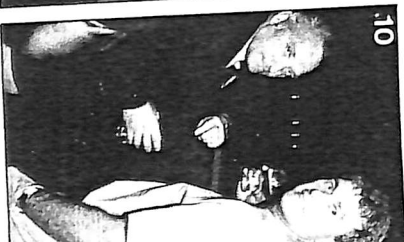
Maurie Lissak (left) but he's not nearly as cute as Martin Bade's usual

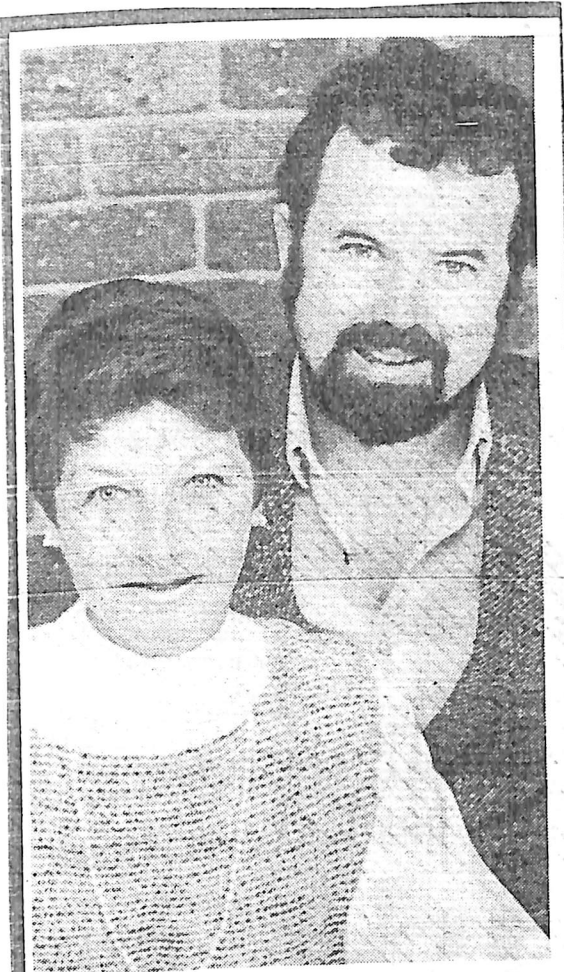
companions 11. Still smiling in the face of adversity (champagne that tasted like

warm cordial) (1 to 7) Neil Morrey (Exacto) and Bob McKenzie (Aywon)

12. Testing whether the successful lines of his youth still work? Peter Andrews (Geoff Bade) and Susie Rowe (Anthia

Crawford)

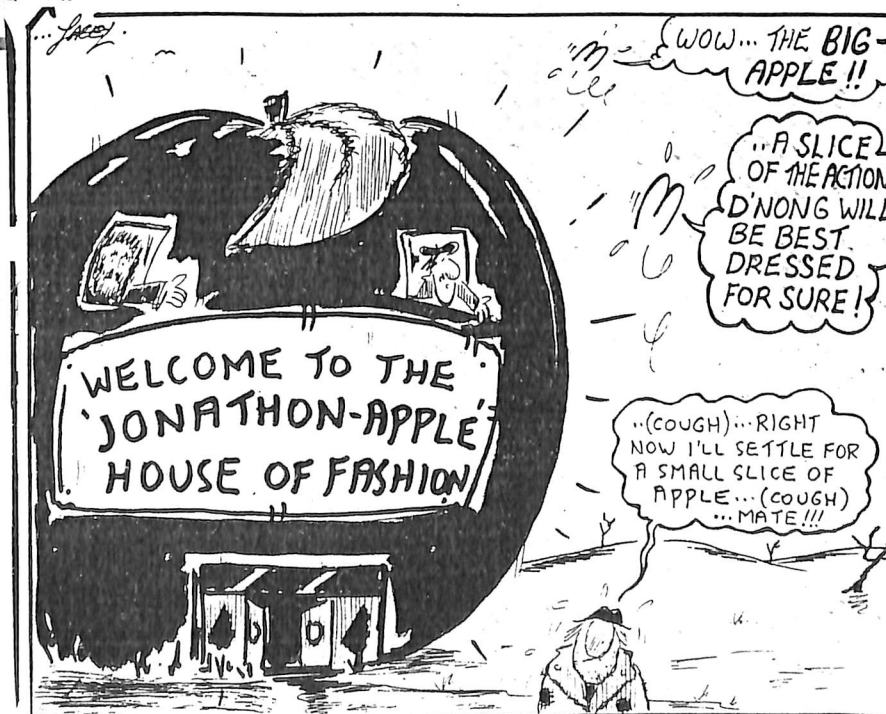




## Clothes maketh this couple . . .

EIGHT years ago, John and Lee O'Reilly started their own company with a factory and showroom in Dunn Cres, Dandenong. Now the couple, via their clothing trade names, are known Australia-wide and next week are in the running for two of the country's top fashion awards. The story, with pictures, is on Page

3. Lacey's View



Take a bearded Irishman and an artist...

# An Apple and Lee

By LYNNE  
PATTERSON

**JONATHON Apple and Lee St John, alias John and Lee O'Reilly, are putting Dandenong on Australia's fashion map.**

The clothes are designed and manufactured locally by the couple in Dunn Cres, and are sold in boutiques throughout Australia and to close neighbors New Zealand, New Guinea and Noumea.

Now, an outfit with the Jonathon Apple label has been nominated in the "young casual" category of the Fashion Industry of Australia awards, the winners of which will be announced on 15 August at the Southern Cross Hotel.

And a Lee St John outfit was nominated in the co-ordinates category.

Just to be nominated is an achievement as each category might have up to 200 entries and from that number, three are chosen to be finalists.

Even if the outfits don't win, the companies in the finals can label the garments as being FIA finalists — definite prestige in such a competitive industry.

Just how did a Galway-born Irishman get involved in a large business specialising in good quality, medium-priced clothing?

John O'Reilly came to Australia with his family when he was a high school student, then went to work in a bank. Lee is also a former bank employee.

John left the life of counting and accounting and for 14 years was a partner in a company manufacturing clothes.

Eight years ago he and Lee, who live in Springvale, started their own company with a factory and

# up for award honor

Part of their success has been knowing the market and twice a year visiting fashion centres in Hongkong, Tokyo, London, New York and Los Angeles.

Their garments are medium range price-wise, which also makes their labels sought after.

Jonathon Apple clothes are casual sportswear, weekend fun outfits; Lee St John is a more sophisticated up market range.

The large heated and carpeted showroom, facing Cheltenham Rd, is a kaleidoscope of color with many racks of fashion vying to catch the customer's eye.

Behind the quiet of this room is a busy manufacturing area where bolts of material are stacked waiting to be cut, sewn and labelled, and then moved into a holding area ready for despatch.

The curly haired, bearded Irishman hasn't been back to his birthplace and hasn't kissed the Blarney Stone, but he must have a way with words and people because the 30 people working for the company, including Vietnamese, Greek and Italian, are a happy team.

The couple recently bought another factory in which they have had part of their range manufactured for some time.

Upstairs in Dunn Cres, John O'Reilly is master of all he surveys, working from a large office in which two prominent features are a picture of Lee and the couple's three



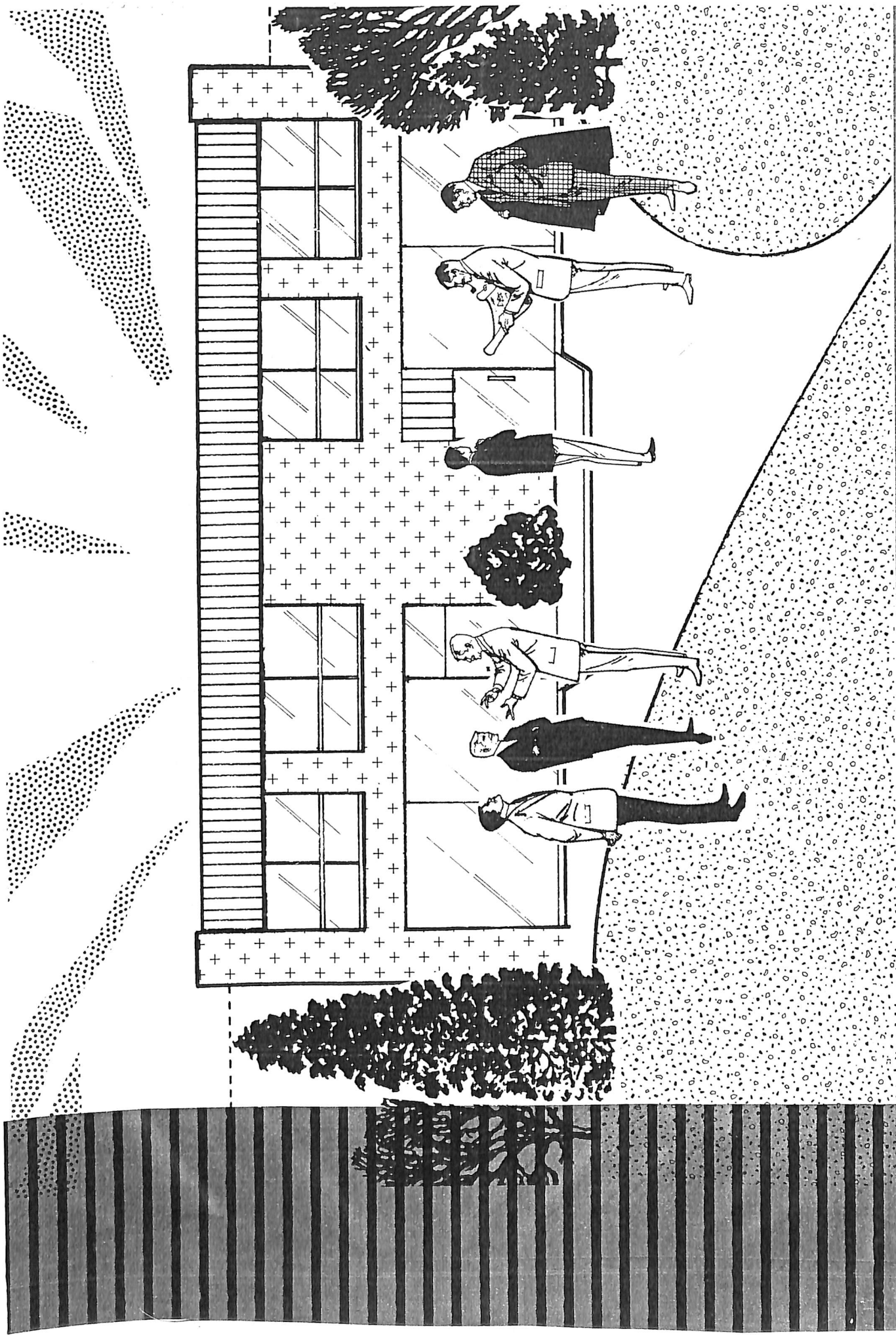
LEE and John O'Reilly with some of the staff they employ at their Dandenong premises.



A SECTION of the thriving Jonathon Apple/Lee St John factory ... company up for two awards.

Phone (03)381 1033.  
Your design of...  
or painted, the best and the...  
... (03)537 2779.





**Head Office: 62 Dunn Crescent,**



**JOHN KALDOR**  
**FABRIC MAKER**

**Richard**  
**Allen**

**Federated**  
**Fashion**  
**Fabrics**

**MELBA**

**Wishing you all the best in  
your new premises.**

**To John O'Reilly and the  
Jonathan Apple team —  
Keep up the good work.**

**Congratulations on your  
expansion and all the  
best for the future.**

**Congratulations for six  
good years, and best of  
luck for the future.**

**Congratulations John  
O'Reilly on your new  
factory, and the best of  
luck for the future.**

Martin & Savage.  
316 Pitt Street,  
Sydney, NSW 2000  
Tel: (02) 267 8651

John Kaldor.  
255 Riley Street,  
Surry Hills, NSW 2010  
Tel: (02) 211 2466

Richard Allen.  
79 Oxford Street,  
Collingwood, Vic. 3066  
Tel: (03) 419 1222

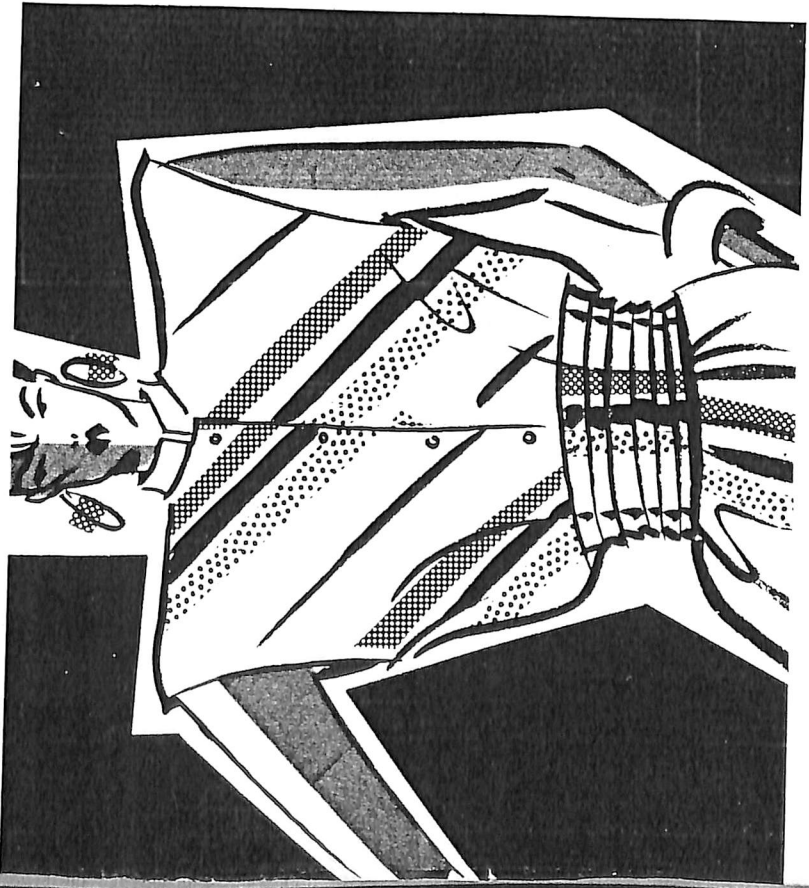
Federated Tennyson.  
116-172 Burnley Street,  
Richmond, Vic. 3072  
Tel: (03) 428 2523

Melba.  
4 Cambrian Avenue,  
Preston, Vic. 3072  
Tel: (03) 470 2188

LOW PRICES, GOOD SERVICE, ADMINISTRATION, FACTORY AND WAREHOUSE...

# JONATHAN

# APPLE GROWS



**J**onathan Apple has moved into new premises designed to meet the expanding needs of the company. Showrooms, design, administration, factory, and warehouse, have all been centralised into the 8,000 square feet building in the Melbourne suburb of Dandenong. Customers are invited to visit the new complex, and ample customer car parking has been provided.

The continuing thread through the company's six year growth history has been the marketing of sophisticated co-ordinate sportswear with good fashion content at budget boutique prices. Increased production over the years has been accompanied by improved methods of quality control. It is envisaged that the new operations will maximise this trend.

Jonathan Apple has always been a firm supporter of the local industry. By working closely with Australian mills over the years, new fabrics have been developed and specific colours have been dyed for the Jonathan Apple ranges.

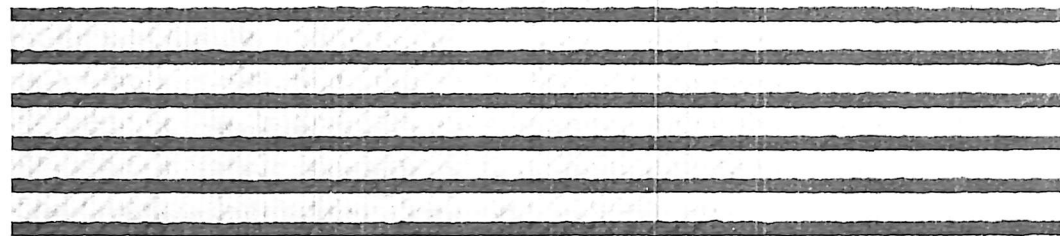
The most recent joint effort was with Heathcoat Fabrics resulting in the excellent summer suede story which featured in Jonathan Apple's contribution to the Amcel/Vogue Fashion Spy promotions. For next season's entry in the Amcel promotion, the company will be working with Melba on a winter suede story.

John O'Reilly, managing director of Jonathan Apple, with his wife and designer, Alesia, head a team of twelve sales, administration and design personnel. The general manager, David Margetts, Eileen O'Reilly in sales (John's sister), designer-cutters Pam Watts and Robyn McCracken, and Pam Thomas



The label is now selling in New Guinea and Noumea, as well as throughout Australia, and Mr O'Reilly is negotiating for an agent in New Zealand.

With the flexibility bestowed by the new premises, Jonathan Apple's immediate goal is the development of a new section for the department stores which will carry the Jonathan Apple handwriting into compact stories designed for specific departments.



**Agents:** (Sydney City & Suburbs)  
David Robinson,  
Tel: (02) 264 1511

**Country:** Nigel Fuller,  
Tel: (02) 267 6258

**QLD:** Jeff Danks,  
Tel: (07) 44 7088

**SA:** John Carn,  
Tel: (08) 223 1407

**WA:** Graham Florence,  
Tel: (09) 322 1077

**TAS:** Ron De Jersey,  
Tel: (003) 31 3802

## Spying on the summer apple

Jonathan Apple is involved in the 'Australian Fashion Spy' promotion — the threeway collaboration between fibre supplier Amcel, the various mills using Amcel yarns and manufacturers.

Jonathan Apple's promotional story is in summer suede from Heathcoat Fabrics. Because both the promotion and the fabric are new ventures for the label, the story has been kept small as a test run.

'We were a little worried about the potential mental block on the idea of suede for summer, despite our success with the winter lightweight suede,' said managing director, John O'Reilly, 'but the buyers have been very enthusiastic. We are very happy with the response.'

The advantages of the summer suede, according to Mr O'Reilly, are that it is machine washable and requires no ironing, it is easy to wear because it has stretch and its lightweight makes it perfect for trans-seasonal wear.

The story in the fabrics is semi-nautical or, as Mr O'Reilly prefers to call it, in French

Revolution colors. Pants, long shorts, pedal pushers, skirts and blouson jackets are co-ordinated with stripe and plain camisole tops.

Other stories in the range include Silk Touch (polyester/viscose and silk), with a slight linen look, in jute and white. Another group is based around big striped tops, knitted locally from imported dyed yarn and co-ordinated with plain rib or drill items. A good pant has roll up cuffs revealing a contrast color to the knee and action pleated pockets.

The Washer story is an imaginative title for a group of machine washable polyester/cotton items. Colors are very bright; the look is younger and includes bold prints and color spliced tops.

Mr O'Reilly told RT that because of increased production and good price points on fabrics, pricing had not increased since last summer. Summer suede items are under \$20 wholesale, excepting jackets which, with more work, are slightly dearer.

Jonathan Apple. See story page 16.



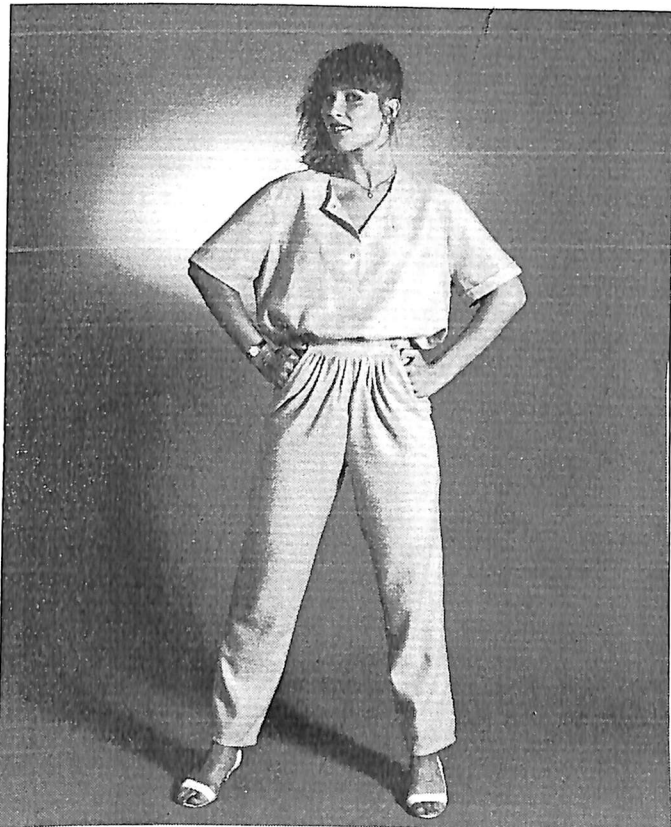
## Suede look sells well

One of the stronger selling stories in Jonathan Apple's winter range currently being delivered, is Arnel washable suede. It's part of a multi-look story in edge to edge jackets, bomber jackets, the more classical straight skirt with side pleats and pintucks, pant featuring harem style leg and elasticised waist and the plainer straight pant.

Lurex piping highlights the shape of easy jackets, for dressier wear, able to be made more casual with a casual pant.

All are well priced, totally related and catering to a variety of needs across a very broad age group.

**Stylish**



*Lee St John*

A new approach to value fashion sophisticated sportswear and dresses.

Now showing for Summer '83.

VIC. (Head Office): Jonathan Apple. 62 Dunn Crescent, Dandenong, Vic. 3175. Tel: (03) 793 5744  
VIC. Country: Harry Born, Tel: (03) 874 5158  
NSW: (Sydney city & Suburbs): David Robinson  
Tel: (02) 264 1551, 264 6820  
(Country) Nigel Fuller, Tel: (02) 267 6258  
QLD: Beitz & Nolan, Tel: (07) 44 1768  
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Jonathan Apple

Co-ordinated budget sportswear and contemporary dresses

Summer '83 now showing

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Tel: (03) 793 5744  
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NSW: (Sydney city & Suburbs) David Robinson, Tel: (02) 264 1551, 264 682  
(Country) Nigel Fuller, Tel: (02) 267 6258  
QLD: Beitz & Nolan, Tel: (07) 44 1768  
SA: John Cam, Tel: (08) 223 1407  
WA: Graham Florence, Tel: (09) 322 1077  
TAS: Ron de Jersey, Tel: (003) 44 4976

## Fashion that's practical

Whilst special care has been taken in the Jonathan Apple winter range to cater for a variety of needs across a very broad age group one feature common to a good deal of the range is the use of fully washable fabrics. From suede right through to wool challis and cord, John O'Reilly, managing director of the Melbourne based company, has catered for the consumer wanting to wash garments as they are worn and not incur the hefty expense of dry cleaning.

Another outstanding feature is the absence of heavy fabrics. 'Because of the layered co-ordination that we are offering, it appears as though customers are just as happy to wear a jacket that is slightly heavier than the shirting, rather than terribly heavy cloths,' Mr O'Reilly said.

Well priced, totally related sportswear in easy to understand groups is Jonathan Apple for winter. Washable suede edge to edge jackets, bomber jackets and the more conservative straight skirt with side pleats, pintucks and a classical pant can be teamed up with a printed or plain challis blouse with all the softness in frills and ruffling.

Another small group is winter white woollen checks, available in either loden, blue or heather combinations. With solid colors to match, this story is particularly

light and although it is the only cloth in the range that is not washable, it has sold particularly well in fuller circle skirts, casual jackets and more up to date styling.

Cord has been used as the vehicle for the major fashion

statements in the range in 10 colors in a fine 16 wale. The feminine pirate look has been influential through all the styles in knickerbockers, pedal pushers, longer line tops and vests. The V panel pant with pleating and another more bag shaped with studding are quite innovative for this range and other styles are as detailed.

### Winter 1982 Co-Ordinated the Jonathan Apple Way



Combining cord and challis.

- **The March Story.**

Available now for your showing:

**Jonathan  
Apple**

Jonathan Apple  
8 Olive Grove  
Keysborough Vic. 3175  
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798 3661

NSW: (Sydney City & Subs)  
David Robinson Fashion  
Agencies (02) 212 4165  
(Country)  
Nigel Fuller Agencies  
(02) 267 6558

QLD: Jeff Danks (07) 44 7088  
SA: John Carn (08) 223 1407  
WA: Graham Florence  
(09) 322 1077  
TAS: Ron De Jersey  
(003) 31 3802



**At the Awards:**

1. Ann Hancock-Morrison, All Together Australian
2. Senator John Button
3. Anthea Hampson (Georges) and Lady Sonia McMahon
4. Carolyn Roberts (AWC)
5. Tina McDowell and Brian Rochford
6. Dale Kilpatrick (Geoff Riddell)
7. Pamela Darragh (Maggie T) and Alistair Maitland (ANZ Retail Banking)
8. Peter Harrison (Heathcoat)
9. Russell Kumar
10. John and Lee O'Reilly (Jonatha Apple)
11. Clive Jones (Portfolio)
12. Tiffany Treloar and Anne Middleton (Prue Acton)

**Bradmill is a winner**

Melbourne. Bradmill Textile Operations won eight awards in three of the 11 categories. Down Under Denim won the Aussie Trendies category with its entry from the East Sydney Tech student Anastasia Plassaris, Megan Hambly and Rebecca Connors, and Gina Actypis.

The US Award went to Megan Hambly and Rebecca Connors.

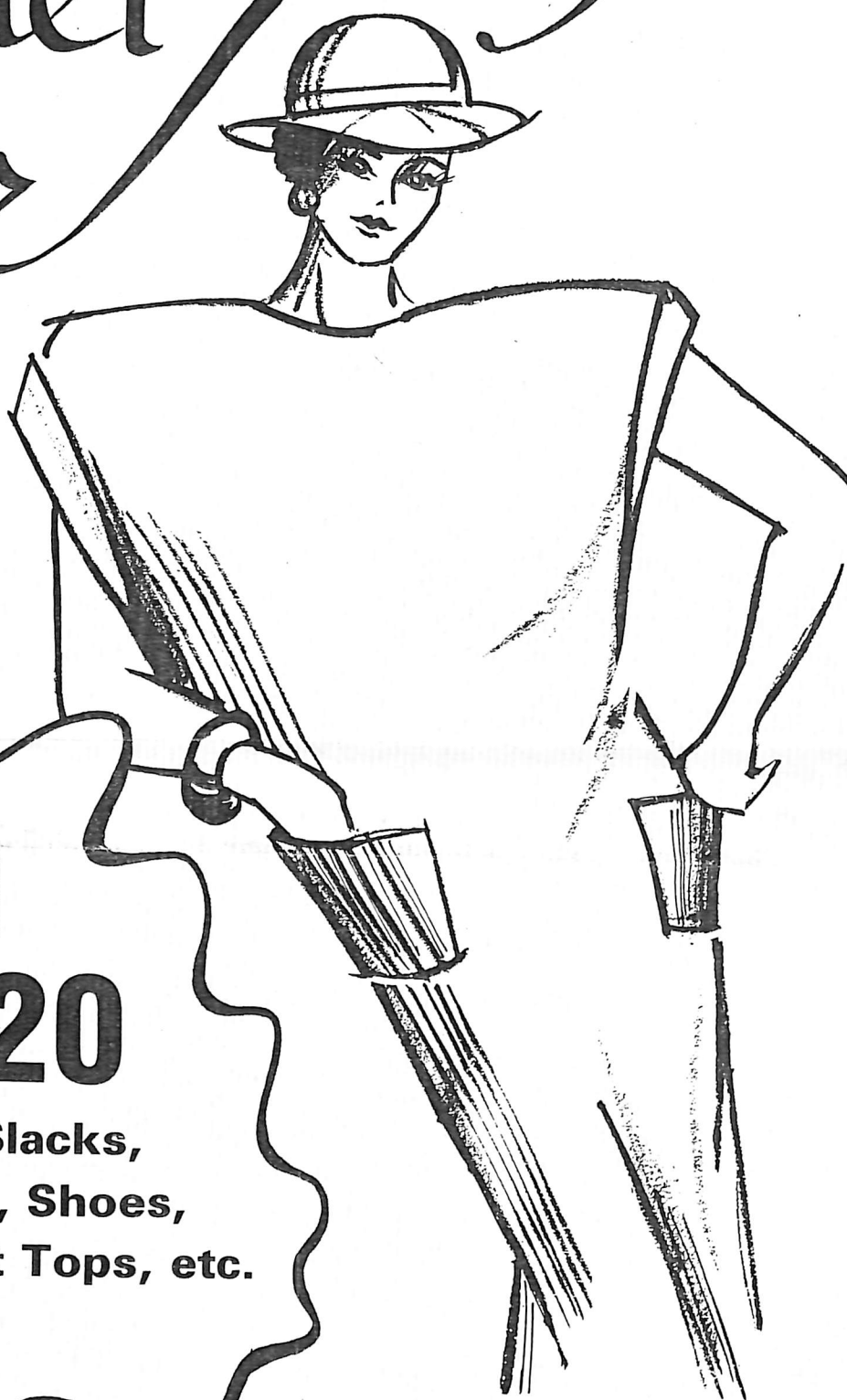
The students had been finalists in the 1986 Down Under Denim Awards.

Marketing manager Phil Stoneham received the awards.

# Jonathan Apple's

# FASHION FACTORY

# Final Summer Clearance



## Nothing Over \$20

Shirts, Skirts, Slacks,  
Jeans, Blazers, Shoes,  
Dresses, Knit Tops, etc.

**Jonathan  
Apple**



## Jonathan Apple

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