

These bargain buys are spreading

# CHAIN REACTION!

\* SINCE clothes are becoming fearfully expensive more and more companies are trying to create good quality budget clothes for the 18s to 24-year-olds.

The idea is for something for a night or a day out without it taking a large chunk out of their wages.

Primark have come as near as possible to this concept of "supermarket fashion," which isn't surprising as their sister company is the food chain Fine Fare!

The shops are laid out well and decorated in bright primary coloured plastic which reminded me of the Prisunic and Monoprix stores in Paris.

Like most chainstores you do have to search through a lot of ordinary styles before you reach the best, except that in Primark you can do it quicker because the shop isn't bogged down with basics.

The company began life in Southern Ireland. Now there are 21 branches in the Republic, six in Northern Ireland and an expanding operation on the "mainland UK," as the company puts it.

The solitary Scots outlet is in Hamilton.



Violet and black print tunic over black stretch suit £16.99. Sizes 10/16.



\*  
FASHION  
EXTRA  
By  
LESLEY  
EBBETTS  
\*

\* Red towelling track suit £10.99. Sizes 10/16 in 100% cotton. Available in beige and royal blue.



● Mulberry fleck suit with patent belt £27.99. Boucle jacket with cuffs £19.99. Feather hat from Fenwicks, New Bond Street, London.

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