



Media release

September 5<sup>th</sup> 2007

---

***AIR NEW ZEALAND FASHION WEEK 4 U – THE HOTTEST TICKET IN TOWN!***

It would be the ultimate fashion crime to miss Air New Zealand Fashion Week 4 U 2007!

Set to take place on Friday 21<sup>st</sup> September and Saturday 22<sup>nd</sup> September, Air New Zealand Fashion Week 4 U will combine the latest trends in fashion and fun – from an impossibly gorgeous Trelise Cooper Kids childrenswear show, to stunning Lola by Rachel Hunter swimwear and the most stylish Designer Garage Sale you can imagine.

Lola by Rachel Hunter is a swimwear range designed by the supermodel that combines catwalk couture with beach culture. The Lola by Rachel Hunter 2007 range will be modelled exclusively at Air New Zealand Fashion Week 4 U and hosted by Rachel herself!

With access open to anyone who visits Air New Zealand Fashion Week 4 U, the Designer Garage Sale offers hot pickings from New Zealand's top designers at bargain prices. Leading labels taking part include Caroline Church, Doris DePont, State of Grace and Grey Lynn icon Moe, along with edgy Christchurch Designer Sakaguchi.

Fresh Designer talent includes Designers Sera Lilly, Sable & Minx and Stolen Girlfriends Club, along with iconic favourites NZGirl and Hailwood and top fashion knitwear labels Sabatini, Caroline Sills and emerging Designer EUiNTON.

Katherine Wilson will bring her unique brand of fashion shoes, Kagi Jewellery will add the bling and leading leather accessory company Cerissi adds the all-important accessories.

-More-

This year the Designer Garage Sale will take place at a more spacious venue within the Air New Zealand Fashion Week 4 U site. This means that for the single entry fee of \$30.00 (Earlybird \$25.00), visitors will be able to attend the Designer Garage Sale plus all the other essentials including fashion shows, the Beauty Zone, live music and more.

New to Air New Zealand Fashion Week 4 U, the Beauty Zone will be populated by exclusive makeup and skin care brands to ensure you are the most beautiful you can be, including the Skin Institute, The Body Shop, Simunovich Olive Oil Skin Care, Laserderm, Phoenix Makeup Touch-Ups and Iplish Skin Institute Medical Spa. There will also be a Rumpus Room on-site which will offer interactive activities such as create-your-own Havaianas, Nova Model Search, Sony Playstation, Ocean Spray mini-massages and the Glassons and Breast Cancer Research Trust T-Shirt Design Competition.

Other key highlights of Air New Zealand Fashion Week 4 U 2007 include the Designer Selection Shows, which comprise a selection of garments from in-season collections as well as a sneak preview of a garment from their Air New Zealand Fashion Week show. Every attendee of the Designer Selection Shows receives a highly sought after Air New Zealand Fashion Week Goodie Bag – to at least the value of your ticket!

Satellite restaurant Fashion Plate will resume its place as the most fashionable restaurant in town for the duration of Air New Zealand Fashion Week, where a modern menu of small plates has been created by award winning caterer Jamie Miller, owner of Mint Kitchen (official caterer for Air New Zealand Fashion Week 2007).

For the first time ever, members of the public will be able to book a table and enjoy live music while they dine, so get in quick and make a booking through [www.nzfashionweek.com](http://www.nzfashionweek.com)

If you feel like making the most of your evening, head to The Cutting Room! Situated alongside Fashion Plate, The Cutting Room will offer the country's hottest DJ's and local artists in super-stylish surrounds.

Myken Stewart, Brand Manager for Air New Zealand Fashion Week says Air New Zealand Fashion Week 4 U is shaping up to be a memorable event on the fashion calendar.

"Air New Zealand Fashion Week 4 U has some incredible offerings for the public this year," she says. "If you love fashion, food, music, art and design, this is the place to be!"

-More-

Air New Zealand Fashion Week 4 U tickets include General Admission, which provides full access to the Public Days but exclude Designer Selection Shows; Designer Selection Show tickets, which include a General Admission Ticket; and Premier Hosting Packages which provide access to selected shows throughout the trade event.

Tickets for Air New Zealand Fashion Week 4 U are available through Ticketek. For more information check out the Air New Zealand Fashion Week website [www.nzfashionweek.com](http://www.nzfashionweek.com)

-Ends-

---

Written on behalf of Air of New Zealand Fashion Week by Impact PR. For further information or images, please contact Fleur Revell-Devlin [fleur@impactpr.co.nz](mailto:fleur@impactpr.co.nz) (ph. 021509600) or Mark Devlin, [mark@impactpr.co.nz](mailto:mark@impactpr.co.nz) (ph. 021509060).