



Media release

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***EXCLUSIVE AIR NEW ZEALAND FASHION WEEK DESIGNER LAUNCH
KICKS OFF WITH STYLE AT HILTON AUCKLAND***

New Zealand's media and top designers' rubbed shoulders, sipped champagne and dined on canapés in the stunning surroundings of the Hilton Auckland's Bellini Bar last night at the exclusive Designer Launch for Air New Zealand Fashion Week 2007.

The number of designers confirmed to take part in the seventh annual event is already at 50 – with more due to sign up before Air New Zealand Fashion Week begins on September 16th.

Air New Zealand Fashion Week Managing Director Pieter Stewart says she is delighted with the number of designers confirmed for the event.

“We're right on track with the same number of designers signed up as this time last year,” she says. “As usual we are expecting the Exhibition Shows to sell out, and we're also expecting even more designers to come on board once they have organised sponsorship.”

Designers who will stamp their creative footprint on the local and global fashion industry during Air New Zealand Fashion Week 2007 were announced at yesterday's launch and include longstanding Air New Zealand Fashion Week icons Hailwood, Karen Walker, Carlson, Kate Sylvester, ZAMBESI and Trelise Cooper, along with the fresh talents of newcomers Chelsea Thorpe, Lonely Hearts Club, Elusiv, Salasai, Stolen Girlfriends Club and Love Lies Bleeding.

Bellini was dressed for the occasion with a collaborative installation by Shelley McRae Design, Cavit & Co, Coast, ECC Lighting and Living and artist Robyn Kahukiwa – a selection of the 2007 Air New Zealand Fashion Week Design Delegates.

Canapés created by the Hilton Auckland's Executive Chef Bernard Bernabe and Sous Chef Raj Bhonsle included innovative offerings such as Seared Beef Fillet with Truffle Oil and Shitake on

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Caramelised Witloof and New Zealand Seared Scallops with Pickled Cucumber and Ginger Shallot Dressing. Air New Zealand Fashion Week sponsors Deutz, Red Bull, Ocean Spray and Waiwera Mineral Water all provided refreshments for the event.

The chosen fit-out for Bellini reflected the idea that New Zealand Art and Design can and does stand with the best from around the world – as does New Zealand Fashion. This theme was mirrored in the featured artwork by world-renowned contemporary female Maori artist Robyn Kahukiwa, who has joined forces with Air New Zealand Fashion Week, creating a unique partnership that is a first for the event.

As well as showcasing her work during the event, Robyn will also help to create the ultimate gift for international guests during Air New Zealand Fashion Week, making 45 individually hand-coloured silk screen prints on Shungetsu paper. These gifts will be included in goodie bags given to VIP delegates, enabling them to take home an authentic piece of New Zealand art to commemorate their visit.

Confirmed Designers taking part in Air New Zealand Fashion Week 2007 include;

Alexandra Owen / Alexandra Owen / WELLINGTON

Annah Stretton / Annah Stretton / WAIKATO

BLAK Basics / Teresa Hodges / MT MAUNGANUI

Brigid McLaughlin P/L / Brigid McLaughlin / SYDNEY

Brooke Tyson / Brooke Tyson / AUCKLAND

Carlson / Tanya Carlson / DUNEDIN

Caroline Moore / Caroline Moore / CHRISTCHURCH

Catherine Hansby Ltd / Catherine Hansby / AUCKLAND

Chelsea Thorpe / Chelsea Thorpe / GISBORNE

Colour Comfort Ltd / Thelma Van Der Werf / AUCKLAND

Cybèle / Cybèle Wiren / AUCKLAND

Deborah Sweeney Ltd / Deborah Sweeney / WELLINGTON

Ellen Apparel & Fashion Accessory Ltd / Ellen Hou / AUCKLAND

Elusiv / Nicola Reilly / DUNEDIN

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Eon Design Centre Ltd / Aimee Walker / AUCKLAND

Euinton / Claire Euinton / AUCKLAND

FOR GOOD & Federation / Jenny Clegg / AUCKLAND

4 Artsake Ltd / Jo-Anne Lenne / OHOPE

Hailwood / Adrian Hailwood / AUCKLAND

Havaianas / Claudine Paiva / MT MAUNGANUI

Huffer New Zealand / Steven Dunstan / AUCKLAND

Jaeha / Jaeha Alex-Kim / AUCKLAND

Juliette Hogan / Juliette Hogan / AUCKLAND

Kagi Ltd / Kat Gee / AUCKLAND

Karen Walker / Karen Walker / AUCKLAND

Kate Sylvester / Kate Sylvester / AUCKLAND

LadyLore / Kristin Seth / AUCKLAND

Lonely Hearts Club / Aimee McFarlane / AUCKLAND

Love Lies Bleeding / Anjali Stewart & Rachel Easting / NEW ZEALAND

Michael Pattison Design / Michael Pattison / AUCKLAND

Mille Feuille / Robyn Stewart / NEW ZEALAND

Nicola Berti / Lud Milla / BONDI

NOM*D / Margarita Robertson / DUNEDIN

Oyl / Vicki Reid / PAPAMOA

Petrena Miller Design / Petrena Miller / AUCKLAND

Ricochet / Rebecca MaGuire / AUCKLAND

Sakaguchi Ltd / Takaaki Sakaguchi / CHRISTCHURCH

Salasai / Kirsha Witcher / HASTINGS

Sera Lilly / Sera Lilly / AUCKLAND

Serdoun Couture / Alissa Serdoun / AUCKLAND

Stolen Girlfriends Club / Marc Moore / AUCKLAND

T-Box / Rodelle de Vries / MT MAUNGANUI

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TAV Limited / Ellena Tavioni / RAROTONGA

Textile Design Massey University / Sandy Hefferman / WELLINGTON

Thomas Valentine / Sheridah Anderson / AUCKLAND

The Cupboard With Diane Burkhardt / Diane Burkhardt / AUCKLAND

Trelise Cooper / Trelise Cooper / AUCKLAND

Trelise Kids / Trelise Cooper / AUCKLAND

Yvonne Bennetti – Hanivast Ltd / Yvonne Bennetti / AUCKLAND

Zambesi / Elisabeth and Neville Findlay / AUCKLAND

Ends

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