



Media release

14th September 2007

BE FRONT ROW AT AIR NEW ZEALAND FASHION WEEK WITH FASHION DESKTOP TV

Bring the best of Air New Zealand Fashion Week direct to your PC with Fashion DesktopTV – the most stylish seat in the house at the fashion event of 2007!

Air New Zealand Fashion Week Managing Director Pieter Stewart today announced Fashion DesktopTV as the official online TV channel to Air New Zealand Fashion Week. Anyone, anywhere with internet access can now watch the glamour and excitement of Air New Zealand Fashion Week runway shows by logging on to New Zealand's free-to-air On Demand fashion experience – Fashion DesktopTV.

Stylish celebrity Katrina Hobbs will be the virtual host for Fashion DesktopTV, taking viewers on an online video tour of Fashion Week that will include daily show highlights, exclusive footage, hi-res photos, behind the scenes interviews, profiles of designers and models, photo galleries, competitions and reviews of each show.

Pieter Stewart says Fashion DesktopTV is the next best thing to being at Air New Zealand Fashion Week.

"Air New Zealand Fashion Week is the most celebrated and anticipated event of the New Zealand fashion industry calendar and now anyone with an internet connection can enjoy the shows by signing up to Fashion DesktopTV."

"Fashion Week has always been focused on the fashion industry. Now, Fashion DesktopTV has created a dynamic On Demand platform that connects the fashion industry, consumers and advertisers with an online Air New Zealand Fashion Week experience – both locally and internationally."

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Digital Partners CEO Bob Gill, the marketers of DesktopTV says he is delighted to be able to make New Zealand's landmark fashion event available to a local and global audience who are unable to attend the actual event.

"Together we are leveraging opportunities which give the New Zealand fashion industry additional exposure of their products and services to local and international buyers," he says.

"We are revolutionising the viewer experience and opportunity through providing them with free access to New Zealand's most sought after fashion event."

Fashion DesktopTV also provides advertisers with an opportunity to get involved in New Zealand's most prestigious fashion event online, through an online advertising environment that will extend beyond the seven day event. Subscribers to DesktopTV can also enter the draw to win fabulous jewellery from Walker & Hall.

As the regional home to Air New Zealand Fashion Week and Strategic Partner for the 2007 event, Auckland City Council is a longstanding supporter of the city's creative industries and has sponsored Air New Zealand Fashion Week from its inception. Auckland City Council is an ardent supporter of emerging New Zealand fashion talent and leverage this support through their associated sponsorship of the AUT Rookie Show at Air New Zealand Fashion Week.

If you'd like the opportunity to experience Air New Zealand Fashion Week for yourself, visit www.aucklandcity.govtnz for details on how to win tickets to New Zealand's most prestigious fashion event.

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Written on behalf of Air New Zealand Fashion Week by Impact PR. For further information or images, please contact Fleur Revell-Devlin media@nzfashionweek.com (ph. 021509600).