



Media release
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Eighth annual AIR NEW ZEALAND FASHION WEEK wraps up!

The eight annual Air New Zealand Fashion Week has drawn to a close for 2008. The week long Fashion Event featured a total of 50 designers over the four day trade event, and has been described as a “huge success” by local and international media and buyers.

Managing Director Pieter Stewart is pleased with the week’s outcomes.

“I’ve had an overwhelming number of positive comments from the fashion industry and media who are astounded by the calibre of the New Zealand Autumn/Winter collections. We’ve seen great success with the international buyers who have picked up a number of New Zealand lines for their retail stores, and we’ve hosted a number of international buying agents who provide the gateway for designers to connect with multiple international retailers,” says Stewart.

The week was covered by a long list of international media including one of Australia’s leading fashion journalists Patty Huntington, Oyster Magazine editor Paul Bui, Vogue Australia’s online fashion editor Damien Woolnough, Georgina Safe fashion editor of The Australian, Imogene Barron from Yen Magazine (Australia), Nylon Magazine (Japan) editor Hatanaka Tomoko, fashion blogger Bryan Boy (Philippines) and from the US - Vice Magazine fashion director John Martin and from Sportswear International, editor Christopher Blomquist.

Paul Johnson-Cauldron from Paper Magazine US described the event as “One of the most entertaining fashion weeks I’ve ever seen with so much to do and see,” and commented “I was really taken with Lonely Hearts, twentysevendnames, Money Shot, Crowded Elevator, Trelise Cooper and Deborah Sweeny and I’m hoping to work with a number of these designers within media, styling and my fashion industry projects,” he says.

Air New Zealand Fashion Week guests were also treated to the first ever Australian designer to hit the catwalk – Kirrily Johnson. The highly regarded designer described her experience in New Zealand as “the most amazing time with such friendly and supportive people” and received a flurry of media attention following her show on Tuesday morning.

Another new addition to the Fashion Week schedule was the Agresearch Show on Friday afternoon. This group collection show included top New Zealand designers

Annah Stretton, twentysevendnames, Stitch Ministry, Zambesi, Hailwood, Liz Mitchell, Jaeha, Sera Lilly, Jimmy D and Salasai. The designers were given the latest Agresearch fabrics to create two to three outfits for the catwalk.

“This really has been the best Air New Zealand Fashion Week that we’ve ever seen and I’m pleased to end the week on such a positive note with so many happy designers and delegates,” says Stewart.

For information on Air New Zealand Fashion WEEKEND or to view footage from Air New Zealand Fashion Week check out www.nzfashionweek.com

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