



**Press Release**

**24 April 2009**

### **Do you have the fashion edge?**

Westfield Style Pasifika is inviting fashion, design and style enthusiasts who think they have what it takes to compete in this year's Westfield Style Pasifika New Zealand Fashion Awards 2009.

In the past entrants have been as young as 16 and as old as 66 and cover everyone from those with no design experience but their own creative flair to aspiring and accomplished fashion designers. The awards give new and emerging designers the opportunity to showcase their designs in front of some of New Zealand's leading fashion icons and the public as well as the chance to win up to \$15,000 in prizes.

Now in its sixteenth year, Westfield Style Pasifika challenges designers to conceive cutting edge fashion inspired by the unique and colourful fusion of Pasifika, resulting in an explosion of fashion, art and culture.

Entrants from all over New Zealand and the Pacific will come under scrutiny from a talented panel of judges including leading New Zealand fashion designers Denise L'Estrange-Corbet and Frances Hooper from World, Liz Mitchell and Ashley Fogel.

"This is a fantastic opportunity for people to test their creative skills, push boundaries and take fashion to another level. Each year I am continually impressed by the unique and innovative style that reflects the mix of South Pacific, European and Asian cultures within New Zealand," says judge Liz Mitchell.

Creative director and show producer of Westfield Style Pasifika, Stan Wolfgramm encourages people of all ages and backgrounds to enter, to be truly reflective of the melting pot of creativity in New Zealand.

"Westfield Style Pasifika is more than just an award. It is a celebration of our diversity, of our differences and of talent. It's about finding your own voice and expressing it, whoever you are and wherever you have come from," says Wolfgramm.

Westfield Style Pasifika is a platform into the fashion industry, providing an opportunity for designers to showcase their talents in a professional fashion show watched by thousands

and gain professional photography and credentials for portfolios. There are also mentorships up for grabs.

Judges will search for winners in ten categories; MAC Pasifika Body Art, Traditionally Inspired, Resene Asia Pasifika, Max Three Piece Collection of Day Wear, NZAF-PPP Pasifika Hero, Flava Urban Street Wear, Barkers Pasifika Menswear, Schwarzkopf Evening Wear, Pacific Blue Pasifika Bridal and Te Puni Kokiri Parent & Child, as well as the overall TVNZ Supreme Winner.

Westfield Style Pasifika is a truly unique night out that celebrates New Zealand's place in the Pacific in spectacular style. This entertainment extravaganza showcases the finalists of New Zealand's premiere fashion award in an explosion of fashion, music, cultural diversity and dance at Auckland's Vector Arena on Friday 4 September. Tickets are now on sale through Ticketmaster.

Entry forms for Westfield Style Pasifika are available nationwide from Westfield Malls, fashion, and textile design schools and Resene outlets, or can be downloaded from [www.stylepasifika.co.nz](http://www.stylepasifika.co.nz). All forms must be received by 10 July 2009, with garments to follow on 30 July 2009.

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**Released on behalf of Style Pasifika by Goode PR, Auckland. For more information, images or to arrange interviews, please contact Aimee Nicholls at Goode PR on (09) 480 9948, 021 646 140 or email [aimee@goodepr.co.nz](mailto:aimee@goodepr.co.nz)**

#### **Editor's Notes:**

#### **Key Dates**

10 July 2009 – Designers entry forms due

30 July 2009 – All garments to arrive

4 September 2009 – Westfield Style Pasifika at Vector Arena

**For tickets:** Ticketmaster [www.ticketmaster.co.nz](http://www.ticketmaster.co.nz), 0800 111 999 or (09) 970 9700, or your local outlet. Service fees will apply. **Cost:** \$35