



Media release

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The best Fashion WeekEND of the year!

There's a new weekend in town – "Air New Zealand Fashion WeekEND" can be enjoyed by everyone on Saturday September 20th and Sunday September 21st!

Designed as a virtual fashion and fun wonderland, this exciting weekend is a culmination of New Zealand's finest fashion, beauty and entertainment. Best of all anyone can visit the Halsey Street venue, from young adults, to families, to those with an interest in fashion, or anyone who's missed out on seeing a fashion show during the trade week. Fashion WeekEND is open for all!

"The first four days of Air New Zealand Fashion Week are all about fashion trade and the more serious side of the fashion industry. So by adding on the Fashion WeekEND days on the Saturday and Sunday we're able to open up Air New Zealand Fashion Week to anyone who wants to take a first hand look at the must-see fashion event of the year. Plus the Fashion WeekEND format is designed to cater for a more interactive audience with a number of additional attractions and fun-filled points of interest," says Myken Stewart, Fashion WeekEND Event Organiser.

For those who are keen to see fashion shows by New Zealand's top designers, Fashion WeekEND will satisfy their fashion craving! Each of the Air New Zealand Fashion Week designers will be sending their latest collections down the runway as part of the group Designer Selection Shows. These shows are specially formatted to give you a taste of not one, but all of the designers showing at Fashion Week. Plus every attendee of the Designer Selection Shows receives a highly sought after Air New Zealand Fashion Week goodie bag, full of valuable sponsor treats!

Or check out one of the many Season Preview Shows which give you a chance to see up to the minute New Zealand fashion from a mix of High Street and high fashion designers such as Lucie Boshier, Hailwood, Annah Stretton, Lara Parker, The Carpenter's Daughter, Westfield St Lukes, Moa, Jessica Aitchison Boutique and more.

Another popular attraction is the Beauty Zone - back this year packed full of even more beautifying attractions as part of Air New Zealand Fashion WeekEND. Guests can view exclusive makeup and

skin care brands and find out tips and tricks from beauty industry experts. Some of the exhibitors include - You Photography, INCOCO nails, Freestyler Hair Irons, Glamourpuss Cosmetics Ltd, Dermalogica, Arch Hill Acupuncture, Cut Above Academy and The Body Shop.

A new addition to Fashion WeekEND will be the Seminar Room which will see a number of beauty and fashion industry experts holding free seminars. Hear from The Carpenters Daughter, Annah Stretton, The Artist Goldsmith, Glamourpuss Cosmetics, Nivea, Signature Style, Rodney Wayne and Mods Hair Paris. Seminar times will be staggered in between scheduled fashion shows.

Don't walk past the on-site Rumpus Room because there will be a number of interactive fashion, gaming and entertainment stations. You can design your own eco bag at Tag it and Bag it. The Nova Model Search is back so don't pass up your chance to become New Zealand's next top model. Plus Glassons will be holding a T-shirt design competition for its Breast Cancer Research Trust campaign. Also in the Rumpus Room are The Artist Goldsmith, The ACP Magazine Corner, Xbox 360 interactive gaming area, Neelear Nomad (online shopping) and Vibra-Train.

The Radio Network will be out in force this year at Air New Zealand Fashion WeekEND with live broadcasts and special Fashion WeekEND competitions running over the two days!

The New Zealand Herald Designer Garage Sale is back! If you'd like to fill your own wardrobe with New Zealand's most stylish high fashion garments at a fraction of their normal retail prices, then don't miss out on this one. Last year's Designer Garage Sale proved so popular that this year event organisers decided to move to a bigger venue - The Westpac Tent. So this year there'll be even more high fashion men's and women's brands, and accessories to choose from!

If you're planning to stay for the day at Fashion WeekEND you might want to try out the most fashionable eatery in town, "Fashion Plate". Or head to The Cutting Room for a Stella Artois beer and listen to a range of New Zealand's top DJ's.

Myken Stewart, Brand Manager for Air New Zealand Fashion Week says Air New Zealand Fashion WeekEND is excited about how plans are shaping up.

"Air New Zealand Fashion WeekEND is already looking to be bigger and better than the public days in previous years. We have a long list of brands and fashion labels already signed off for the weekend days, plus several new additions to amp things up for the public this year. This new format will provide the ultimate weekend day out for anyone with a passion for fashion, entertainment and fun!" she says.

TICKETING INFORMATION:

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

Tickets for Fashion WeekEND are available through Ticketek. Ph 0800-842-538

- Gate entry fee \$30.00 / Early bird tickets \$25.00

Season Preview Shows;

The Carpenter's Daughter, Lucie Boshier, Hailwood, Annah Stretton, Lara Parker, Westfield St Lukes, Moa, Jessica Aitchison Boutique

The Beauty Zone:

You Photography, INCOCO, Anoroc, Signature Style, Glamourpuss, Cosmetics Ltd, Dermalogica, Arch Hill Acupuncture, Cut Above Academy, The Body Shop

Rumpus Room:

Glassons, Tag it and Bag it, Nova Models, The Artist Goldsmith, ACP, Neelear Nomad, Vibra-Train

Seminars:

The Carpenter's Daughter, Annah Stretton, The Artist Goldsmith, Glamourpuss Cosmetics Ltd, Nivea, Signature Style, Rodney Wayne, Mods Hair Paris.

For more information check out the Air New Zealand Fashion Week website www.nzfashionweek.com

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