



# FASHION IN THE BIG LITTLE CITY

Stomping down the catwalk into your wardrobe, this year everything we showcase at the Fashion in the Big Little City Fashion Shows are yours to own. Imported fabrics from international fashion houses, exquisite garments from your favourite designers and easy casual wear for every season, it's all here. Explore our best retail hotspots and great styles and the hottest trends at Fashion in the Big Little City.



# EVENT SCHEDULE

03 MARCH 2012

## 03 MARCH 2012 EVENT SCHEDULE

**ALL DAY**  
FASHION IN THE BIG LITTLE CITY  
**Across Auckland CBD**  
In-store retail offers, events, paparazzi, Best Dressed Competition, \$10,000 Ultimate Fashion Weekend for two.

**11.00AM - 5.00PM**  
**DESIGNER GARAGE SALE**  
**Shed 10, Queens Wharf, Auckland CBD**  
Head to the Designer Fashion Sale to enjoy a drink, get your nails done and shop for some premium sale items by designers like Kagi, Lonely Hearts and Sabatini at incredible prices. \$5 entry at the door. VIP tickets at [ticket.co.nz](http://ticket.co.nz), and get in an hour earlier at 10am.

**12.30PM - 1.00PM**  
**CERRY BISHOP FASHION SHOW**  
**500 Karangahape Road, Newton**  
March 3rd 2012 CERRY BISHOP Fashion Show on the street will showcase our new winter designs and provide an opportunity for attendees to meet the designer and purchase clothing on the spot.

**1.00PM - 1.20PM**  
**BRITOMART ON THE STREET FASHION SHOW**  
**Artium on Takapū, Britomart**  
Latest collections from Britomart streetwear boutiques Co-Lab, Onitsuka Tiger, Nike Britomart and Timberland Britomart.

**1.30PM - 2.00PM**  
**RECYCLE BOUTIQUE STYLE NEVER FADES**  
**Darby St**  
The Recycle Boutique will be showcasing the uniqueness of recycled fashion, creating stunning outfits that reflect the versatility of pre-loved clothing.

**2.00PM - 2.30PM**  
**HIGH ST DISTRICT FASHION SHOW**  
**Freyberg Square**  
Come down and enjoy the High Street Fashion Show which showcases in-season collections from designers Mochi, TK Store, Storm and Andrea Moore with DJ Thane Kirby from George FM.

**3.00PM - 3.20PM**  
**BRITOMART ON THE TOWN FASHION SHOW**  
**Artium on Takapū, Britomart**  
New-season fashion from Britomart's designer boutiques including MADE, Ted Baker and New Zealand fashion gallery Curate.

**3.30PM - 4.00PM**  
**FASHION IN THE BIG LITTLE CITY FINALE - BEST DRESSED COMPETITION**  
**Artium on Takapū, Britomart**  
If you're looking good we want to know it! We'll be sending out roaming photographers to snap guys, girls and kids for our Best Dressed Competition. Your photos will be judged by our experienced fashion panel with the winner announced at the end of the event. All you have to do is be seen and paparazzi'd in the Big Little City throughout the day on March 3rd, for your chance to win one of four x \$1,000 shopping sprees.

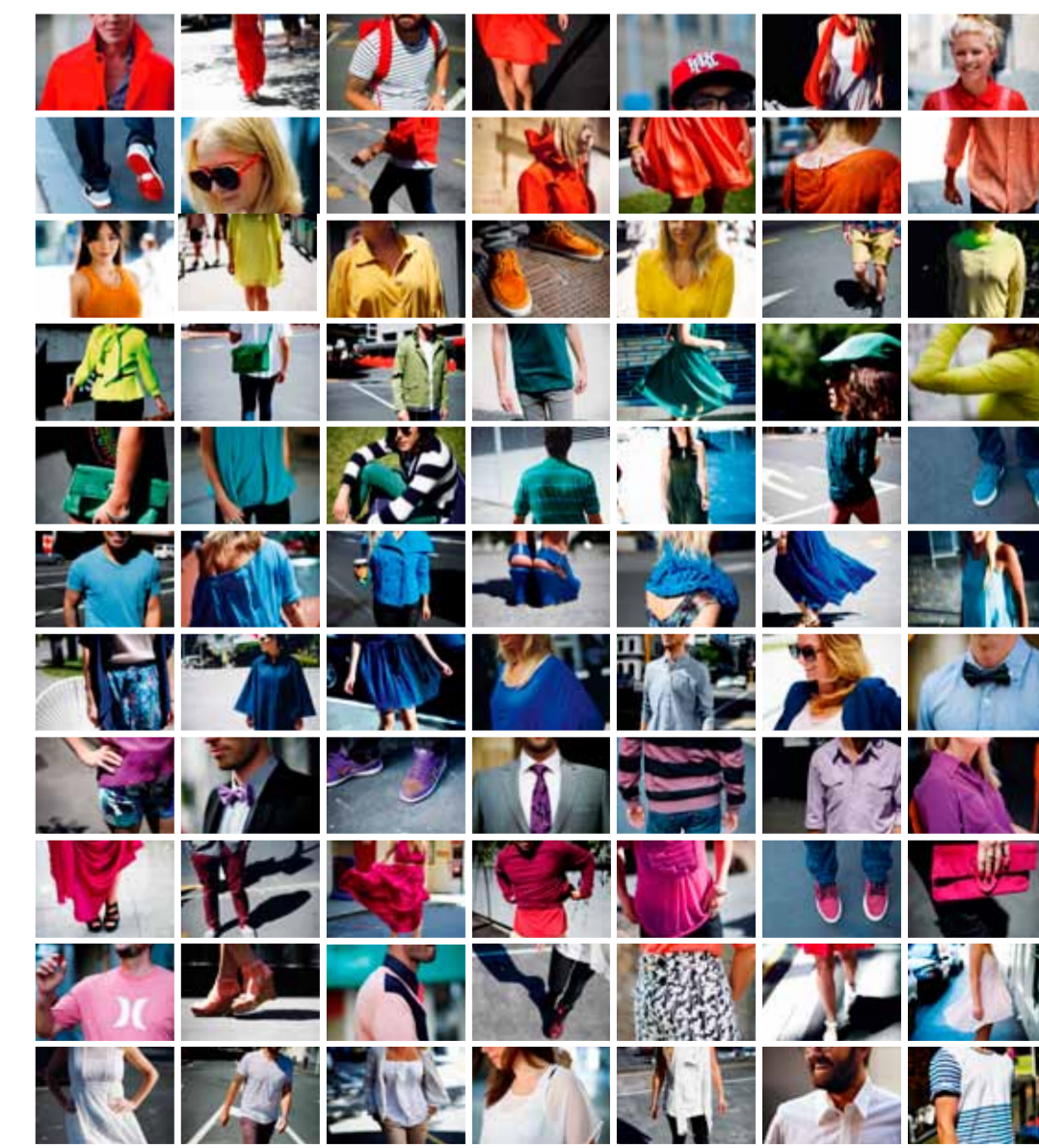
**5.30PM - 6.00PM**  
**THE BASEMENT FASHION SHOW**  
**The Basement Theatre, Greys Avenue**  
Fashion! Skaters! Street Art! Cold Beer! Burritos! Come kick off your Manolo's after a day of fashionisting. See some clothes, indulge in some tasty treats and re-charge for the night's festivities!

**6.00PM - 6.15PM**  
**KATHRYN WILSON**  
**Artium on Takapū, Britomart**  
From New Zealand's top shoe designer, the hot new collection about to hit her flagship 'Shoe Box' boutique at Britomart.

**7.30PM - 8.00PM**  
**TYLER ST COLLECTIONS**  
**Artium on Takapū, Britomart**  
Celebrating their move to Britomart, leading New Zealand designers Zambesi, WORLD and Kate Sylvester showcase their Winter 2012 collections.

**7.30PM - LATE**  
**FASHION FESTIVAL WRAP PARTY**  
**The Nathan Club, Britomart**  
Chill out and enjoy the beautiful people and great atmosphere or dance the night away to the sounds from our super sexy, super dynamic all women DJ line-up including DJ Philippa, DJ Spanky, Mayavanya and DJ Kate Buckley.

## FASHION'S BIG DAY OUT



**03 MARCH 2012 FASHION IN THE BIG LITTLE CITY**  
Brought to you by Resene

**03 MARCH 2012 FASHION IN THE BIG LITTLE CITY**  
Brought to you by Resene

**Resene**  
the paint the professionals use

**NEW ZEALAND FASHION FESTIVAL**



# 03 MARCH 2012

On Saturday 3rd March we're celebrating fashion big in the BIG little City, with contemporary designs and new season collections from your favourite stores. Stroll the streets and watch 8 FREE fashion shows, then check out the Designer Garage Sale at Queens Wharf for the must have garments and accessories at exclusive prices. If you love top international brands and local NZ designers we've got something for everyone's style and budget at this one day only event. Check out our map (on the reverse of this guide) to find out who's participating and what's on offer.

**BE IN TO WIN A \$10,000 ULTIMATE FASHION WEEKEND**

**03 MARCH 2012 FASHION IN THE BIG LITTLE CITY**  
Brought to you by Resene

What if you came to Fashion in the BIG little City and left with a \$10,000 Ultimate Fashion Weekend for two? On Saturday March 3rd, you're invited to our premier event where you can stroll the streets for the best trends and exclusive deals on your favourite brands. To win BIG, all you need to do is visit 4 participating stores in 4 different precincts (Britomart, Queen Street, High Street & Arts) on 3 March 2012, and get a stamp from each store on your entry form. Pop the form in an entry box in-store by the end of that day and you'll be in the draw to win the "\$10,000 Ultimate Fashion Weekend". Terms and conditions apply- see [biglittlecit.co.nz](http://biglittlecit.co.nz)

Name\*

Email\*

Contact Number\*

Date of Birth\*

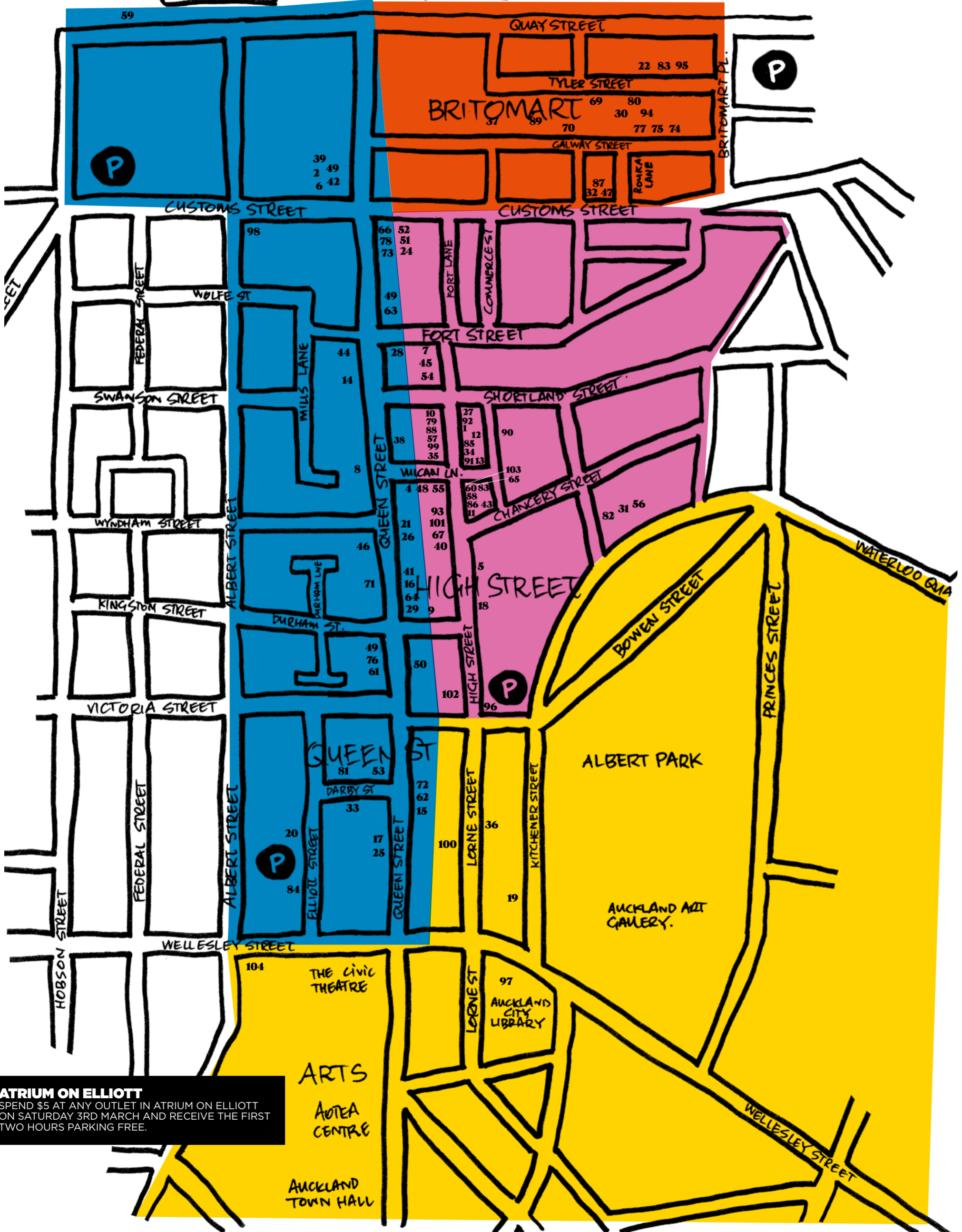
High Street	Britomart
Queen Street	Arts

\* Fields are mandatory. You must be a NZ resident aged 18 years or older to enter. Total prize package is valued at \$10,000 and includes \$5,000 to spend at any of the participating retailers; two hours for two people with a personal stylist; two nights in a luxury suite at Hotel DeBret; dinner for two at The Grove and lunch for two at Depot; hair styling and treatment for two people at Ryder salon; a spa treatment package for two people at East Day Spa; and either your own fashion party at a cool city venue, or if you are from out of Auckland, flights and transfers for two to and from the BIG little City. Spending caps apply and we may vary details of the prize package at our discretion. There is one prize package only. Prize package components are subject to availability and other terms and conditions (see [biglittlecit.co.nz](http://biglittlecit.co.nz)). All prize components to be used within 12 months of the prize draw. Prize is non-transferable and not exchangeable for cash. HoTC collects the personal information supplied on this form and may hold and use it in connection with administering this prize draw and sending offers and information. To request correction/deletion of your personal information, please contact [info@biglittlecit.co.nz](mailto:info@biglittlecit.co.nz). For full terms and conditions please visit [www.biglittlecit.co.nz](http://www.biglittlecit.co.nz).

WATER FRONT

DESIGNER GARAGE SALE SHED 10

**BRITOMART CAR PARK**  
\$5 PARKING ALL DAY (24/7) ON SATURDAY 3RD MARCH



**ATRIUM ON ELLIOTT**  
SPEND \$5 AT ANY OUTLET IN ATRIUM ON ELLIOTT ON SATURDAY 3RD MARCH AND RECEIVE THE FIRST TWO HOURS PARKING FREE.

ARTS  
AOTEA CENTRE

AUCKLAND TOWN HALL

# RESENE COLOUR TRENDS FOR 2012

ARTS  
RESENE - SPOTLIGHT

QUEEN STREET  
RESENE - OPTIMIST

HIGH STREET  
RESENE - SMITTEN

BRITOMART  
RESENE - DAREDEVIL

# PARTICIPANTS & OFFERS

## DISCOUNTS/SPECIAL OFFERS

- 3 WISEMEN**  
2 HIGH STREET  
3 shirts + 3 Accessories = \$333
- AMAZON WESTFIELD DOWNTOWN**  
WESTFIELD DOWNTOWN  
Mention the promo 'Fashion in the BIG little City' and get 10% off your purchase.
- AMAZON REAL GROOVY**  
438 QUEEN STREET  
Mention the promo 'Fashion in the BIG little City' and get 10% off your purchase.
- ANDREA BIANI**  
25 VULCAN LANE  
10% off store wide
- ASHLEY ARDREY**  
42C HIGH STREET  
Bring in your garment(s), play dress up with our fabulous shoes, find the perfect pair, receive a 20% discount on the day, celebrate with our party treats and look absolutely delicious!
- BELA FASHION**  
WESTFIELD DOWNTOWN  
40% off store wide, plus in store refreshments while you shop.
- BEN SHERMAN**  
CNR FORT STREET & JEAN BATTEN PLACE  
Spend \$190 & receive a free shirt to the value of \$64.95
- BILLABONG**  
131A QUEEN STREET  
Mention the promo 'Fashion in the BIG little City' and get 10% off.
- BLUE DUDE**  
6 DURHAM ST EAST  
Everything in store half price.
- BRAVE**  
5 HIGH STREET  
Brave MASSIVE CLEARANCE Diesel, Scotch maison, Scotch and Soda, Denny Rose, and many more! Unique pieces at incredible prices!
- CLARE BARKER**  
3A O'CONNELL STREET  
15% off current collection and a further 15% off for VIP customers.
- CODY**  
16 VULCAN LANE  
25% off storewide.
- COTTON ON**  
109 QUEEN STREET  
30% off full priced merchandise only, not to be used in conjunction with any other offer.
- COTTON ON**  
248 QUEEN STREET  
30% off full priced merchandise only, not to be used in conjunction with any other offer.
- COTTON ON BODY**  
178 QUEEN STREET  
30% off full priced merchandise only, not to be used in conjunction with any other offer.
- DOTTI**  
233 - 237 QUEEN STREET (STRAND ARCADE)  
30% off full price product only.
- FARRYS MENS WEAR**  
48 HIGH STREET  
Further discounts and final clearance of summer sale products, plus a preview of the autumn fashion range.
- FINGERS CONTEMPORARY JEWELLERY**  
2 KITCHENER ST  
5% off all jewellery in the 'Jewelry' exhibition.
- GEORGE HARRISON MENSWEAR**  
LEVEL 3, ATRIUM ON ELLIOTT, ELLIOTT STREET  
20% off the new winter season menswear collections
- HALLENSTEINS**  
166 QUEEN STREET  
New Season Denim for \$39.99
- HAVAIANAS**  
54 TYLER STREET  
Selected styles under \$20.00. Conditions apply.
- HUFFER**  
323 QUEEN STREET  
See in-store for details
- INSPIRED**  
QUEENS ARCADE, 34-40 QUEEN ST  
Buy one scarf, get one free.
- JAY JAYS**  
233 - 277 QUEEN STREET  
30% off full price product only.
- JUST JEANS**  
158 QUEEN STREET  
30% off full price product only.
- KAPITI**  
19 SHORTLAND ST  
One half price 2 scoop ice cream with every 2 scoop ice cream purchased
- LACOSTE**  
80 QUEEN STREET  
Spend \$350 and get a free Polo up to the value of \$135.
- LIPPY**  
184 QUEEN STREET  
Up to 30% off selected items, plus a further 20% off sale stock.
- L'OCITANE BRITOMART**  
47 TE ARA TAHUHU WALKING STREET  
25% off everything.
- L'OCITANE CHANCERY**  
CHANCERY  
25% off everything.
- MADE**  
30 CUSTOMS STREET EAST  
10% discount on new season stock only.
- MAKEUPDIRECT**  
14 DARBY STREET  
5x Isabelle Dupont Eyeliners for \$35, plus half price lipstick.
- MI PIACI**  
10 HIGH STREET  
15% off in-store
- MOOCHI**  
CORNER VULCAN LANE AND HIGH STREET  
To celebrate the launch of Moochi's 'Ma Tape' autumn collection, on Saturday 3rd March there will be in store goodness, a fabulous gift with purchase (cond. apply) and you can also redeem the cost of your Fashion Festival ticket.
- OLIVIA & FRIENDS**  
22B LORNE STREET  
Fashion in the BIG little City Sale on selected items.
- ONITSUKA TIGER**  
2C COMMERCE STREET  
Contact the store for details.
- OVERLAND**  
110 QUEEN STREET  
15% off in-store.
- PAGANI**  
WESTFIELD DOWNTOWN  
30% off storewide.
- PETER ALEXANDER**  
43 HIGH STREET  
Buy 1 item and get the second item at 50% off. Conditions apply.
- PORTMANS**  
176 QUEEN STREET  
30% off full price product only.
- POSTIE PLUS**  
WESTFIELD DOWNTOWN  
25% off storewide.
- PUMPKIN PATCH**  
FREYBERG PLACE  
Special offer of 20% off entire store & face painting at 11 am, plus balloons & stickers giveaway.
- RIP CURL**  
101 QUEEN STREET  
Any purchase made on the day customers qualify for our Rip Curl VIP (15% off RRP) Discount Card.
- ROCKPORT**  
CNR SHORTLAND STREET & JEAN BATTEN PLACE  
Buy Any 2 Pairs, Save 30%.
- SPECSAVER**  
155 QUEEN STREET  
\$70 off designer glasses from the 2 pairs for \$369 range or above.
- STOREROOM**  
34 CUSTOMS STREET EAST  
Buy any pair of jeans or chinos in store and receive a second pair for half price.
- SUNGLASS BAR**  
27 VULCAN LANE  
15% discount on everything in-store.
- SUNGLASS HUT**  
WESTFIELD DOWNTOWN, 163 QUEEN STREET, 62 QUEEN STREET  
Buy one get 40% off second pair. Exclusions apply.
- SUPRE**  
182 QUEEN STREET  
50% off all sale stock, plus the chance to get your make up done in store when you spend \$50 or more.
- T CLARK MEN'S SHOES**  
QUEENS ARCADE, 34-40 QUEEN STREET  
Quote "BIG little City" and receive a 10% discount.
- TAROCASH**  
CORNER QUEEN AND CUSTOMS STREET  
Visit Tarocash on the corner of Queen and Custom Streets to get some incredible bargains. Tarocash goes to a 5XL and trousers 28 - 46.
- THE BODY SHOP**  
225 QUEEN STREET  
20% off when you purchase 2 or more makeup or skin care products, or 30% off when purchase 3 or more skin care or make-up products. Free make up application.
- THE NORTH FACE**  
CNR JEAN BATTEN PL & SHORTLAND STREET  
Spend \$190 & receive a free shirt to the value of \$59.95.
- THE PYJAMA COMPANY**  
CNR VULCAN LANE & HIGH ST  
Come in for a lingerie fitting on the day as well as 15% off stock in store.
- THE SILK DRAWER**  
44 COURTHOUSE LANE  
20% discount on all our seductively elegant LA PERLA Lingerie & Swimwear items in The Silk Drawer to celebrate Fashion in the BIG little City.
- THE VAULT**  
13 HIGH STREET  
10% off all jewellery.
- TRADE AID**  
28 HIGH STREET  
10% off store wide (Excludes food/ chocolate/coffee).
- TRELISE COOPER**  
137 - 147 QUAY STREET  
\$40 off any garment purchase.
- UNTOUCHED WORLD**  
20 HIGH STREET  
Receive a \$50 Untouched World™ Voucher when you spend \$150 or more in store on Saturday 3 March 2012.
- VALLEY GIRL**  
191 QUEEN STREET  
Spend \$50 or more to receive \$10 voucher.
- VINKA DESIGN**  
242 QUEEN STREET  
Complimentary French Champagne and 1/2 price consultation.
- WALKER AND HALL**  
66 QUEEN STREET  
A stunning pair of diamond inside-out hoop earrings worth \$780 for just \$350.
- WILD PAIR**  
182 QUEEN STREET  
Up to 30% off selected items, plus a further 20% off sale stock.
- AGATHA PARIS**  
TOP OF VULCAN LANE  
FREE glass of bubbly in store and a FREE gift with any purchase.
- ALMA J BRIDAL BOUTIQUE**  
QUEENS ARCADE, QUEEN STREET  
2 free cup cakes with consultation.
- ANDREA MOORE**  
35 HIGH STREET  
Champagne, chocolates, VIP red carpet and a free styling session.
- CHERRY BISHOP**  
500 KARANGAHAPE RD, NEWTON (PONSONBY END OF K RD)  
CHERRY BISHOP Fashion Show and \$49, \$99 & \$149 sales rack special.
- CO LAB**  
57 TYLER STREET, BRITOMART  
Athletes in-store and a Fashion Show.
- CURATE**  
5A GORE STREET, BRITOMART  
Curate Fashion Gallery along with leading fashion stylist Angela Stone will reveal her styling secrets for Winter on 3rd of March 2012 at 12.30pm and 2.30pm. Have a glass of bubbles and learn some fabulous styling tips for the new season at Curate.
- ERMENEGILDO ZENGA**  
171 QUEEN STREET  
Cooling refreshments while you shop.
- FARMERS**  
230 QUEEN STREET  
Product discounts and giveaways, beauty demonstrations, make-overs with cosmeticians/make up artists, plus Nail, Thin Lizzy, Hair styling and Tanning demonstrations in store.
- GUCCI**  
48 QUEEN STREET  
Champagne and chocolates will be served in celebration of this years 'Fashion in the BIG little city' event on March 3rd.
- JO MALONE**  
ATRIUM ON TAKUTAI, TE ARA TAHUHU WALKING STREET BRITOMART  
Complimentary Hand & Arm Massages and fragrance samples.
- LULULEMON**  
UNIT 8A, 43 TE ARA TAHUHU WALKING STREET  
Contact store for details
- LUSH**  
189 QUEEN STREET  
Free facial treatments, free hand and arm massages, and a free sample of cleanser toner and moisturiser.
- M.A.C PRO BRITOMART**  
35 TE ARA TAHUHU WALKING STREET SHOP M.A.C EVENT - Keep your ears on the PA for spring shades in every aisle and specials storewide! Fill up your carts with our new colour collection and get in line...Check out girls and bag boys ready to send you on your way!
- MICHAEL HILL**  
44 QUEEN STREET  
Strawberries and champagne in-store while you shop.
- MICHAEL HOLMES PREMIUM EYEWEAR**  
58 HIGH ST  
Champagne in-store, plus buy one pair of complete glasses and receive 50% off the second pair
- NIKE BRITOMART**  
57 TYLER STREET, BRITOMART  
Athletes in store and a Fashion Show.
- RECYCLE BOUTIQUE**  
DARBY STREET  
Buy two items and get the third free (of equal or lesser value). Plus, look for hidden discounts in store on the day!
- SCARPA**  
CHANCERY LANE, CHANCERY  
Bubbles, nibbles and goody bags with every pair of shoes or bag purchased.
- WORLD**  
80 TYLER STREET & THE CORNER OF VULCAN LANE & O'CONNELL STREET  
Meet and greet with WORLD's designers plus refreshments in store.
- ATRIUM ON ELLIOTT**  
21 ELLIOTT STREET  
When you spend a minimum of \$50 from any fashion store in Atrium on Elliott during Fashion Festival, you will receive an instant prize of a stunning set of Swarovski earrings or a funky hair extension.
- BARKERS**  
47 HIGH STREET  
Shop at Barkers High St on March 3rd and receive a mystery goodie bag containing anything from socks to shirts, tees to vouchers. All purchases get you a bag, one bag per person per day.
- BRIARWOOD**  
26 HIGH STREET  
Free gift with purchase.
- COUCOU**  
30 CUSTOMS STREET  
Free wooden bead bracelet with purchases over \$30.00.
- HOUSE OF HEDONE**  
5B HIGH STREET  
Gift key ring/brooch with purchase.
- KATHRYN WILSON**  
12 TE ARA TAHUHU WALKING STREET  
ORLY & Schwarzkopf gift with purchase.
- LOFT**  
10 O'CONNELL STREET  
Free belt with any bottoms purchased. Free tie up to \$99 with any purchase of a shirt. Free shirt up to the value of \$160 with any suit.
- NICHOLAS JERMYN**  
8 HIGH STREET  
Spend over \$200 and get a free set of cuff links plus receive a goodie bags with any purchase (while stocks last)
- RUBY**  
4 HIGH STREET  
Free goodie bag with purchase.
- STORM**  
23 HIGH STREET  
Designers in store plus a gift with any purchase.
- TED BAKER**  
31 ATRIUM ON TAKUTAI  
Receive a gift with purchase with any spend over \$250 - Ted Baker 'London Calling' tote bag with Ted goodies inside.
- ZAMBESI**  
56 TYLER STREET  
Free Zambesi tote with any purchase.
- ANNE MARDELL**  
64 HIGH STREET  
All shoppers on 3rd March can go in the draw to win a \$200 MardeLL voucher.
- AUCKLAND CENTRAL LIBRARY**  
CHILDRENS AREA, GROUND FLOOR, AUCKLAND CENTRAL LIBRARY, 44-46 LORNE ST  
Come in dressed up with the kids for storytime and take part in the Central City fashion parade at 10:30am.
- DFS GALLERIA**  
22 ALBERT STREET  
All purchases will go in the draw to win a \$500 DFS Gift Certificate for a shopping spree in our DFS Galleria store.
- MORTIMER HIRST**  
9 HIGH STREET  
Refreshments in-store plus the chance to win a \$500 Mortimer Hirst voucher.
- NEW JEWELLERY**  
19 LORNE STREET  
Bring in a piece of your own jewellery and we will polish it for free with any purchase.
- PAUANESIA**  
35 HIGH STREET  
Pauanesia launches its new, magnificent bronze Puriri Moth brooch and necklace.
- SNOOVE**  
LITTLE HIGH STREET  
Snoove Autumn/Winter 2012 Preview & Reworked Vintage Showcase!
- TK STORE**  
18 HIGH STREET  
Swipe the tk mannequin dressed in a QR code in-store with your smart phone to receive your special reward on the day!
- BLEDISLOE LIGHTBOXES**  
"DREAM IF YOU WANT TO GO EASTER" PART IV, 2012, BEYEN BILANA  
BLEDISLOE WALKWAY, WELLESLEY STREET  
A series of manipulated images from a 1980s magazine that challenge notions of idealised glamour. Bledisloe Walkway Light Boxes is an exhibition series organised by Auckland Council Public Art.
- CYCLE STYLE**  
WYNWARD QUARTER  
Back by popular demand, Cycle Style is an outdoor show built for every-day fashion matched with the timeless elegance of bicycles.

Offers are subject to availability. Terms and conditions apply. BigLittleCity.co.nz