



# TE KOANGA FASHION SHOW 2013



September 12-13, 2013  
www.waiatamaoriawards.com

Celebrating the new spring season, new beginnings @ Hawke's Bay Opera House, Hastings, September 12.

## PREMIER DESIGNERS



**SHONA TAWHIAO** is based in Auckland and is a designer who has trained in traditional Maori weaving techniques and methods. She has exhibited her style of woven art extensively and produced sets for Maori Television, worked in art and costume departments for films and television programmes. She first showed at Te Koanga in 2012 and returns in 2013 to present a unique three-piece collection inspired by the theme, "Wings of War". The collection has had a few looks but Te Koanga will be its first outing at a fashion show. Tawhiao has won many awards since she established her label in 2007.  
[www.tawhiao.com](http://www.tawhiao.com)



**WAYNE SKIPWORTH**, Ngati Porou, has turned his flare for fashion to sportswear under the IronMaori merchandise company he owns. He will have a collection of six garments appealing to all sports fanatics as well as non-sporting people. The collection will be launched at Te Koanga but released officially a month later. His work is now worn around the world in many sporting arenas. His son, Tane Skipworth, will attach two wears to the collection for his newly established clothing brand, On That Buzz. He's only 17 and attracting great interest. Tane is also graphic designer for his father's brand.  
[www.ironmaorimerchandise.co.nz](http://www.ironmaorimerchandise.co.nz)



The directors of **DOMINIC INTENT** include designers Maxine Wooldridge, Kristin Leitch, Samara and Joe Walker. The label was part of the Miromoda Show at New Zealand Fashion Week 2013 and returns to Te Koanga Fashion Show 2013. The family-based fashion label has talent in the design and manufacture of fine jewellery, accessories and millinery. Founded in 2008, development, experimentation and innovation in design are paramount to the label's philosophy. The designers aim for quality and individualism with a focus on being New Zealand-designed and made. **Facebook: @Dmonic Intent**



### JEANINE CLARKIN

**JEANINE CLARKIN** established her funky, urban streetwear label in 1994, bringing Maori art and clothing design to a new generation. Her 2013 spring season collection draws inspiration from her local environment. She incorporates silhouettes and colors, shades of green from New Zealand native Kereru and Tui birds into her work. It embraces yellow Kowhai blossoms, hot pink Manuka flowers with the colour of Karaka berries, encompassed by shades of the ocean. The garments feature simple cuts and draping resulting in contemporary high fashion statements, founded in matauranga Maori.  
**Facebook @Jeanine Clarkin**



**LOUISE STICHBURY** established her label in Wellington in 2008. Her garments are exclusively designed and hand made. The label's range features options for women, men, maternity and girls fashion. Her tropical versus tribal collection was a feature at the 2012 Te Koanga Fashion Show and this year she returns with a collection which promises to have "colourful patterns, feminine, yet sporty". Stichbury plans to launch its label at Onyx Hair and Beauty in Hastings, which will become exclusive stockists of Stichbury Designer Clothing in Hawke's Bay, on September 14, 9am to 5pm, 114 King St, Hastings.  
[www.stichbury.com](http://www.stichbury.com)



### TORY TIOPIRA

The collection by **TORY TIOPIRA** is called Uruk, translates backwards to "Kuru" which is his father's family name from Ngati Tuwharetoa. Uruk opens with Te Neehi and Mark 3 Piece Collection from Tory's EIT Hawke's Bay graduation show 2012, a memorial to his late grandparents. It also received highly commended at The Hokonui Fashion Awards. Te Koanga guests will see male and female garments & unisex outfits. There is the odd gender twist as well as a "fabric-frenzy". It is his second year at Te Koanga, where he has elected to show his first collection, dedicated to his former EIT classmates, friend Aunty Mar, tutors Tina, Cheryl and Andrea.  
[phat\\_dancer@hotmail.com](mailto:phat_dancer@hotmail.com)



Napier-based label **AROHA & FRIENDS** also returns to Te Koanga this year after a successful appearance at the 2012 show. The label also operates in the popular Ahuriri business park as a freelance design studio and print department producing finely crafted work. Rakai Karaitiana is the founder and his work is influenced by early Maori folk art and native painted meeting houses.  
[www.arohaandfriends.co.nz](http://www.arohaandfriends.co.nz)



Pelle d'arte by **NAIRANA ORMSBY** is luxury leather-wear. Inspired by international travel, Nairana has captured a sleek and sophisticated aesthetic in every piece. Pelle d'arte garments are a culmination of expertly handcrafted workmanship and exquisite detailing by master tailors. Nairana is of Ngati Kahungunu and Tainui descent, but now lives in Bali, Indonesia. Pelle d'arte by Nairana's Korowai Collection stems from the love for her whanau and her marae, Kohupatiki. With over 10 years experience in designing leather-wear, her collection exudes a timeless yet directional approach to fashion. Nairana's beautifully crafted designs provide classic, modern, playful and effortlessly cool pieces.  
[www.pelledarte.com](http://www.pelledarte.com)



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## EIT HAWKE'S BAY DESIGNERS

*EIT Hawke's Bay ideaschool Certificate in Fashion Apparel Year 2 Fashion Students featuring presenting at Te Koanga Fashion Show 2013.*

### JORDYN SNOWLING

While studying fashion at EIT I have found a way to express my life experiences, thoughts and feelings through my designs. The garment I entered into Hokonui Fashion Design Awards is a change in direction and I enjoyed the experience of creating and making it. My design is based on vintage burlesque steampunk, it features a bold vintage printed full length skirt which is pulled up in the front with studded buckles, matched with a fitted corset and mask. After EIT, I plan to work to fund my dream of a fashion design business.



### TESSA PAAYMANS

I've been making garments for six years now and I want a career in costuming. My garment JUST SHOOT ME was inspired by haute couture and outer space. It is made out of a wet look viscose rayon and plastic. It placed first in the Open Silver Section of the Hokonui Fashion Design Awards. It is titled JUST SHOOT ME because of the gun-metal grey colour and also hand weaved the chain necklace. Next year I hope to study further in costuming.  
tpaaymans@hotmail.co.nz



### HINEIWAEREA CHADWICK

I first decided to study fashion so I could make clothes for myself. My garment is based on the 1840 D-Day and represents the clashing of cultures during the settlement of Aotearoa. The idea of the blue striped bloomers came from the sailor's uniform of that era, the corset is made from flax and then spray painted. The jacket has cogs, and mechanical items stitched on and also spray-painted to represent the working of a machine. Adding a train to the jacket has enhanced the look of the Victorian era.



### KIMBERLY KINDELAN

My interest in the fashion industry was sparked while studying fashion at high school. I then went on to work at a number of local manufacturing companies where I gained more knowledge and experience. My garment entered in Hokonui was inspired by ice and amour; this is shown in the structural pieces and sheer fabric I used. I hope to continue working in the industry next year.



### LUARNA FERFOALIA

I have been studying at EIT Ideaschool for two years. I have discovered a way to express my personal opinions, views and create stories through my designs. I have found my passion



for alternative styles, particularly Punk, Goth and Grunge. When I graduate I would like to work with a friend in Taupo designing alternative wedding dresses. My Hokonui design LIFE SUPPORT is inspired by the vicious cycle of the repercussions of poverty, pollution, greed and violence, on both society and mother nature.

Facebook @Lou ferfaglia

### VICTORIA NOTOA

I've had an interest in fashion since high school, which lead on to studying at EIT. The skills and knowledge I am gaining will help me pursue a career in the industry. My garment entered into Hokonui was runner up in the Street Wear section. It is titled MASCULINE MYSTIQUE because of the masculine appearance to it and the sheer organza fabric and maroon colour adds a touch of femininity to the garment. I plan to continue fashion study at AUT and then start my own fashion label.



vickyneza@hotmail.co.nz

### NAOMI LE GEYT

I am studying fashion so I can start my own label one day. My garment is named ROCKY ROAD. I wanted to design an outfit that could be worn to work in an office that wasn't boring and stood out from the crowd.



### INGE HOPMAN

I am 18 and currently completing my last year at EIT's Fashion certificate, and planning to further my studies in Wellington next year. My outfit showing on the catwalk tonight is called AN ARABIAN AFFAIR and was inspired by traditional Arabic Menswear. It consists of a pair of pants, layered slips worn underneath a paneled coat that features a draped collar piece.



### GRACE EVANIA

I am studying fashion at EIT to gain the essential practical skills, knowledge and experience necessary for the fashion industry and to gain an insight into the fashion world. Clashing prints and modern world trends of mens wear fashion inspired the outfit I made for the Hokonui Fashion Design Awards. I hope to continue to my studies in fashion and business and start my own mens wear label.



### SHANAE JOHNSTON

I am studying fashion because I wish to eventually have my own boutique store, designing and constructing garments. My competition piece consists of a bustiere and skirt and was inspired by an Alexander McQueen design using the technique of weaving sheer fabrics.



### RUSHA PAENGA

The inspiration for my Hokonui Fashion Design Awards garment, which I am showing at Te Koanga, came from thinking about tropical islands, resorts and vacations which make you sit back, relax and enjoy the beautiful environment and breeze.

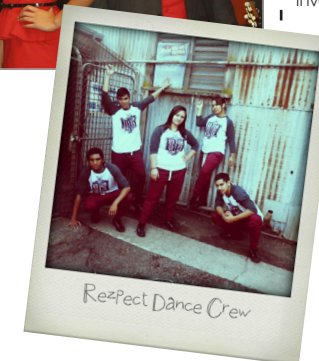


### GUEST PERFORMERS

Te Koanga represents the new spring season, new beginnings, and Te Koanga aims to mix Maori music with Maori fashion, by integrating performances from guest artists with the fashion collections. Singers/performers this year include The Respect Dance Academy from Flaxmere, The Morrell Whanau (Vocal Quartet), Talitha (Soloist) and Kees (Duo).



Hamilton duo,  
Kees.



ONYX HAIR & BEAUTY is the official hair and beauty specialist for the 2013 Te Koanga Fashion Show. Teneka Pere took charge of ONYX Hair and Beauty in Hastings just over a year ago and her team returns to apply their magical touch to those appearing at the Te Koanga Fashion Show and the Waiata Maori Music Awards this year. Pere says her team enjoyed being part of the 2012 show, where they styled some of the stars of Maori music, and she jumped at the opportunity for the business to be involved in Te Koanga for 2013.

"This year ONYX Hair and Beauty have been asked to do the makeup as well as hair, which is very exciting for our team. Our beauty therapists can't wait to showcase their talents. "We are looking forward to meeting the musicians, artists and designers involved in this year's Te Koanga Fashion Show.

