

Media Advisory

November 10, 2015

Contact: Dane Nakama
the imagine group, LLC
TEL: (808) 924-8882
EML: nakadane@theimaginegroup.com

**FOR IMMEDIATE RELEASE:
COLLECTIONS OF WAIKIKI PRESENTS
“HONOLULU’S BEST STYLIST” CHALLENGE
IN PARTICIPATION WITH HONOLULU FASHION WEEK**

WAIKIKI BEACH, HONOLULU, HAWAII – November 10, 2015– Honolulu Fashion Week kicks off with “Honolulu’s Best Stylist” challenge at the Coconut Grove on the grounds of the iconic beachfront **Royal Hawaiian Hotel, a Luxury Collection Resort** on **Thursday November 19, 2015** from 12:30 p.m. to 2:00 p.m.

Three Honolulu-based stylists will compete for a three-night stay at the Royal Hawaiian Hotel, a Luxury Collection Resort, a full-page feature in Honolulu Magazine and the title of “Honolulu’s Best Stylist”. Stylists will compile looks based on three categories; swim, island casual, and evening resort wear.

Celebrity and model Angela Maki Vernon, and local fashion socialite Jered Branco will be the gracious hosts and emcees of the event. The fashion show will also feature the current reigning Ms. Hawaii 2015, Emma Wo. The contest is open to the general public and is FREE. VIP Guests and Media are encouraged to join and enjoy hors d'oeuvres and refreshments designed by Chef Colin Hazama. Menu to follow. Validated parking for media at the Royal Hawaiian, a Luxury Collection Resort valet or self-parking at the Sheraton Waikiki will be provided.

About the Stylists:

Nova Rizzo, blogger and founder of www.the96815.com.

Nova Rizzo celebrates the Waikiki of your dreams through her palm-lined inspirational lifestyle blog, The 96815. An architecture, food and style buff, Nova earned her fashion stripes working for renowned designers in Los Angeles and New York, eventually landing in exotic locales from Montauk to Mexico. Raised part-time in Hawaii, this Oahu-based creative draws inspiration from the gorgeous minutiae of her own life in Hawaii's most famous zip code. She documents it all with a dreamy, vintage pastel-hued aesthetic that has become her signature, influencing both her photo diary, as well as her personal style. These days, Nova can be found roaming the streets of Waikiki looking to capture the next sun-drenched moment to share with her followers on The 96815.

Tara Michie, creator and founder of www.LadySlider.com

Tara Michie is a Hawai'i-based creative motivated by visually pleasing things. Inspired by her mothers fine arts background and the beauty of living in paradise, it only made sense to pursue a career in styling and visual arts. Tara graduated from the fashion department at the University of Hawai'i and has worked with Hinu Jewelry, Samudra, Bumble and Bumble, Reef, Teva, and Bloomingdales. Aside from fashion and gathering creative content for clients and her blog, Tara likes to spend her days working on her cross-step and building online shopping carts.

Meleana Estes, free-lance stylist and designer of Meleana Handbags

Born and raised on Kauai, Meleana would go on to graduate from the Fashion Institute of Technology in New York City. Her love for fashion came from traveling abroad to Sydney, where the "relaxed-beach" lifestyle resonated with her. While in New York City, she launched Meleana Handbags, which has now grown to include a private label. During her time in the big city, she also worked as a stylist with publications and runway shows. Currently she authors a column called "On Trend" with HI Luxury Magazine and continues to style for various clients. Her own collection "Meleana" can also be found as several boutiques including Collections of Waikiki's very own Rebecca Beach boutique.

About The Contest:

A grand-prize winner will be selected through specific scoring criteria by four honorable judges. And a "People's Choice Award", will be selected by the public through a social media poll. The judges include:

Dixie Rose, designer of the kids line Oopsydaze and local fashionista.

Jennifer Binney, designer of Samudra 11 and owner of Aloha Superette.

Warren Daubert, the creative director of Hawaii Business Magazine.

Sascha Koki, a representative of Collections of Waikiki, fashion blogger, and international publicist.

Menu for VIP/Media Reception:

"Cucumber Namasu Gelee"

Big Island Baby Abalone, Candied Lemon and American Caviar

"Beet and Goat Cheese"

Aged Balsamic, Local Orange
Nalo farms Micro greens

"Green Curried Shrimp"

Coconut Ginger Cream, pickled mango, Hearts of Palm.

"Lemongrass Sweet Soy glazed Pork belly "

Candied Tokyo negi, pickled Mango mustard, bao buns, topped with micro cilantro

"Cassava Crusted Hamachi"

Ho farms sesame cucumber noodles, dole
pineapple yuzu jam

"Drunken Chicken Breast"

Ginger scallion pesto, Shiitake mushroom,

pickled chilies, on an endive cup.

served with a halo halo relish.

"Only at the Royal truffle pops" duo of
Chocolate raspberry Chambord and Coconut.

"Pan-dan vanilla panna cotta"

Hosted Cocktail Service will include a Royal Blush, The Royal Hawaiian Signature Wine Series and Assorted Kona Brewing Company Beers.

About Chef Colin Hazama

Growing up in Hawaii taught Colin Hazama deep-rooted values which he carries with him as the new Executive Chef at The Royal Hawaiian. For Hazama, the key to successful culinary experiences is to work directly with farmers and local vendors to source the right farm-fresh products.

A graduate of the California Culinary Academy in San Francisco, California with an associate degree in occupational studies, Hazama has held various positions at Hoku's at The Kahala Hotel and Resort, Alan Wong's Restaurant in Honolulu, Roy's Restaurants in San Francisco, California Culinary Academy, Restaurant Gary Danko in San Francisco, California, and most recently at Sheraton Waikiki.

Modern Luxury Magazine named Hazama one of the "Ten Top Chefs in Hawaii to Watch." He has also been a participant in the Annual Hawaii Food & Wine Festivals along with many other celebrity chefs. In 2011, he was invited as one of the featured guest chefs at the James Beard House in New York City representing the State of Hawaii, and was also selected as a semi-finalist in the 2010 James Beard Foundation Awards "Rising Star Chef of the Year." In addition, Hazama was recognized with the "Hawaii's Top Young Chef" award in 2007 by Hawaii Hospitality Magazine. In 2006, Hazama won the Young Commis Competition in Hawaii and participated in the Chaine De Rotisseur National Cooking Competition at the Culinary Institute of America in Hyde Park, New York.

During his free time, Hazama enjoys spearfishing, diving, and spending time with family and friends.

About Kyo-ya Hotels & Resorts LP

Kyo-ya Hotels & Resorts LP owns the Sheraton Waikiki, Sheraton Princess Kaiulani, The Royal Hawaiian, a Luxury Collection Resort, the Moana Surfrider, A Westin Resort & Spa, and the Sheraton Maui Resort & Spa. Kyo-ya Hotels & Resorts LP is one of Hawaii's largest employers, with nearly 3,000 hotel associates in its workforce. The hotels are a part of the 11-hotel group of Starwood Hotels & Resorts-managed properties in Hawaii.

About Starwood Hotels & Resorts Waikiki

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 992 properties in nearly 100 countries and 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality vacation interval ownership resorts. For more information, please visit www.starwoodhotels.com.

About Collections of Waikiki

Collections of Waikiki is Waikiki's latest shopping and entertainment destination. Featuring an array of over 60 select fashion boutiques, spas, and restaurants, it is the only shopping area to span more than a single hotel property in Hawaii. Collections of Waikiki stores can be found at the Sheraton Waikiki, The Royal Hawaiian, a Luxury Collection Resort, Moana Surfrider, A Westin Resort & Spa, and Sheraton Princess Kaiulani. For more information, please visit www.collectionsofwaikiki.com.