



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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**HONOLULU Fashion Week Presents Reach The Runway**  
*The Mentoring Program Inspires Hawai'i's Youth to Pursue Careers in Fashion*

[HONOLULU Fashion Week](#) is partnering with the aio Foundation and Lt. Governor Shan Tsutsui's R.E.A.C.H. Initiative to present Reach The Runway, a program that will create mentorship opportunities for O'ahu middle school students interested in pursuing a career in the fashion industry. The goal of the program is to provide students with a broader understanding of careers in the local fashion industry while equipping them with tools to start building their own paths in this field. This initiative supports HONOLULU Fashion Week's ultimate mission to grow the state's fashion community by encouraging and expanding the way the world views Hawai'i fashion. The deadline for applications is June 30, 2015.

Interested students will need to submit a 300-word essay describing what Hawai'i Fashion means to them. In addition, they must select one of seven areas of interest and submit the required materials pertaining to their field of choice. The specific fields include journalism, photography, fashion design, magazine design, hair and makeup, styling, and modeling. Up to three students from each category will be selected to participate.

Students selected to participate in Reach The Runway will be mentored by professionals in their field over a three-month period. During this time, the mentors will help students hone their craft and start building a portfolio of work. Upon completion of the mentorships, at least one piece of work from each student will be put on display at the 2<sup>nd</sup> annual HONOLULU Fashion Week held Nov. 20-22, 2015. One student from each area of interest will win an ultimate HONOLULU Fashion Week experience, which

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will include fashion show passes, hotel stays in Waikīkī, transportation to HONOLULU Fashion Week and more.

Participating mentors include:

### Journalism

Robbie Dingeman, Editor, HONOLULU Magazine  
Daniel Ito, Digital Media Manager, MANA Magazine  
Lennie Omalza, Special Projects Editor, HONOLULU Magazine

### Magazine Design

Warren Daubert, Creative Director, PacificBasin Communications Business Division  
Janelle Kalawe-Ching, Art Director, MANA Magazine  
Kristin Lipman, Creative Director, HONOLULU Magazine

### Styling

Kerrie Inouye, Store Manager, Fighting Eel  
Stacey Makiya, Senior Fashion Editor, HONOLULU Magazine  
Brie Thalmann, Managing Fashion Editor, HONOLULU Magazine

### Fashion Design

Allison Izu Song, Owner & Designer, Allison Izu  
Rumi Robertson, Owner & Designer, Rumi Murakami  
Joe Serrao, Owner & Designer, Salvage Public  
Napali Souza, Art Director, Salvage Public  
Sig Zane, Owner & Designer, Sig Zane Designs

### Modeling

Wilhelmina Hawaii, represented by President Ryan Brown

### Photography

Karen De Borja, Owner & Photographer, Karen DB Photography  
Tommy Shih, Owner & Photographer, Tommy Shih Photography

### Hair & Makeup

Risa Hoshino, Hair & Makeup Artist  
Kecia Littman, Hair & Makeup Artist

Students applying to Reach The Runway must be currently enrolled in 6<sup>th</sup>, 7<sup>th</sup> or 8<sup>th</sup> grade as of April 1, 2015. More information, official rules and the online application can be found at [www.reachtherunway.com](http://www.reachtherunway.com).

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### About HONOLULU Fashion Week

Launched in 2014, HONOLULU Fashion Week is a first-of-its-kind fashion event highlighting local and national design talent and fashion. The three-day event was created by HONOLULU Magazine to showcase Hawai'i's unique fashion talents joined by world-renowned fashion producers, stylists, and

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industry experts. This year's event will take place November 20-22, at the Hawai'i Convention Center. For more information on HONOLULU Fashion Week, visit [www.honolulufashionweek.com](http://www.honolulufashionweek.com).

### **About REACH Out Hawai'i**

REACH Out Hawai'i is a 501(c)(3) nonprofit corporation established in August 2013 to support the State of Hawai'i's Resources for Enrichment, Athletics, Culture and Health (or R.E.A.C.H.) Initiative by leveraging resources from the public and private sectors. Spearheaded by the Hawai'i Lieutenant Governor's office in collaboration with the Hawai'i State Department of Education, REACH addresses a critical need for Hawai'i's middle school children by providing support for high-quality youth development activities and non-instructional hours programs that focus on areas of education and academic enrichment, arts and culture, and active healthy living and athletics for public middle and intermediate students statewide. For more information, visit: [www.reachouthawaii.org](http://www.reachouthawaii.org)