

HONOLULU FASHION WEEK



NEWS RELEASE

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CONTACTS:

Krislyn Hashimoto or Michelle Hee
Stryker Weiner & Yokota Public Relations, Inc.
(808) 523-8802
krislyn@strykerweiner.com or
michelle@strykerweiner.com

International Celebrity Designers to Show at HONOLULU Fashion Week

The three-day event will include designer fashion shows, celebrity guests, fashion marketplace and model search

HONOLULU, HI—The organizers of HONOLULU Fashion Week presented by Hawaiian Airlines announced today the celebrity designer fashion shows, special guests and other details for the second annual event, which will take place Nov. 20-22, 2015, at the Hawaii Convention Center.

“It’s a really exciting time for fashion in Hawaii, and in addition to spotlighting our homegrown talents, we wanted to celebrate the influence Hawaii has had on designers around the world,” said Alyson Helwagen, executive director of HONOLULU Fashion Week and publisher of HONOLULU Magazine, which created and is producing the event. “Most of the world is familiar with the aloha shirt, which is an important part of our fashion evolution, but our mission is to share with the world that Hawaii fashion goes beyond the Hawaiian-print dress and shirt.”

Fashion Shows

Four international celebrity designers will join Hawaii designers showcasing their designs at this year’s [HONOLULU Fashion Week presented by Hawaiian Airlines](#), including Todd Snyder from New York, Ellery by Kym Ellery from Sydney, LIE SANGBONG by Lie Sang Bong from Seoul and Aula Aila by Yukimi Kawashima from Tokyo. These designers, along with Hawaii’s own Kaypee Soh, will present capsule collections in *Runway to Runway*, a show inspired by the fashion markets serviced by presenting sponsor Hawaiian Airlines.

Two additional shows have also been confirmed at this time including *Live Aloha*, which celebrates the wide range of design talent in Hawaii and their different approaches to fashion, and *Get Out!*, showcasing Hawaii street style, swim wear and active wear. Confirmed designers for these shows include: Allison Izu, Bliss Lau, Cameron Hawaii, Florencia Arias, Ink & Tailor, In4mation, Kini Zamora, Language of the Birds, Mahiku Activewear, Malia Jones, Matt Bruening, Moon Collective, Reyn Spooner, Roberta Oaks, Salt Liko, Sig Zane, and Tiffany Chou.

HONOLULU Fashion Week Announces Preliminary Designer Lineup

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Fashion Industry Celebrity Guests

In addition to the strong lineup of designers, several fashion industry celebrities will be attending the event including The Metropolitan Museum of Art's Costume Institute curator-in-charge Harold Koda, New York Fashion Week creator Fern Mallis, Hawaii-born and internationally known model Keke Lindgard and reigning Miss Hawaii USA, model and fashion blogger Emma Wo.

Fashion Marketplace

A fashion marketplace will be open to the public featuring merchandise from various designers, including limited edition designs, beauty bars and sponsor booths. Confirmed booths to-date include: Allison Izu, Blue Bird Jewelry Hawaii, Chai Studio, Ecolicious, Jewelry by Justine, Kahulale'a, Kealopiko, KI•ELE, Matsumoto Studio, Misha Hawaii, Olena Kai swimwear, Peace of Paradise, Reyn Spooner, Salato designs, Samudra, seafoam green, Ten Tomorrow, Vanessa Pack and YIREH.

Island-Wide Model Search

On Sunday, Nov. 22 from 12-2 p.m. there will be an island-wide model search led by Wilhelmina International's Roman Young and Wilhelmina Models, NYC's Bobby Gutierrez. Both Young and Gutierrez are originally from Hawaii and have more than 35 years of fashion industry experience combined. In addition, fashion show director Lynne O'Neill will be providing feedback to all the models and will be offering a workshop on walking the runway.

Creative Team

All runway shows and events for HONOLULU Fashion Week are being curated by a team of internationally-respected fashion industry heavyweights—most of whom were raised in Hawaii. The team includes:

- **Lynne O'Neill, executive producer, HONOLULU Fashion Week** (Hawaii-born) – O'Neill has produced and directed fashion shows and events for the past 35 years, including 20 years at New York Fashion Week. She's produced shows for Versace, Missoni, Tommy Hilfiger, Nike, *Vogue*, *Harper's Bazaar*, *Vanity Fair*, and more. She was the inspiration for Margaret Cho's character in *Sex and the City*, and also appeared in the New York Fashion Week documentary, *The Tents*.
- **Don Sumada, fashion show stylist** (Hawaii-born) – Sumada's recent work includes spreads in *Four Seasons Magazine* and *SOMA*. After working at *Harper's Bazaar*, *Teen Vogue*, *Esquire* and *L'Uomo Vogue*, Sumada is now a freelance stylist for magazine editorials and fashion shows.
- **Roman Young, creative director, Wilhelmina International** (Hawaii-born) – Young started his career as junior agent under the founder and director of Elite Model Management, John Casablancas. Nearly 20 years later, Young is now director at one of the top modeling agencies.
- **Bobby Gutierrez, image/celebrity manager, Wilhelmina Models, NYC** (Hawaii-born) – Gutierrez manages artists and models, including Ruby Rose, Keri Hilson, Sharaya J and Sydney Sierota of EchoSmith. Over the years, he has worked with numerous celebrities, including Iggy Azalea, Courtney Love, The Jacksons, Eva Mendes, Jennifer Love Hewitt, Sofia Vergara and Vivica Fox.
- **Gordon E.W. Link, Founder, owner, president, Bernhard Link Theatrical LLC** – Link has been at the forefront of fashion and event industries for nearly four decades. His more than 100 clients include Donna Karan, Michael Kors, Ralph Lauren, Louis Vuitton and Tommy Hilfiger, as well as corporate clients Tiffany & Co., Macy's and Volkswagen.

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- **Eli Schmidt, photographer** – Schmidt has been shooting backstage at shows in New York and Europe for five years. His clients include Ralph Lauren, DKNY, Bloomingdales, 3.1 Phillip Lim, Abercrombie & Fitch, Kenneth Cole and Swarovski, to name a few.
- **John Koga and Lawrence Seward, artists** – (Hawaii-born) Koga and Seward are responsible for the design and construction of the HONOLULU Fashion Week Pop-up Boutique. Koga is best known as a sculptor, often commissioned to create museum-quality installations. Seward is a photographer, painter and sculptor. Both have been working independently and together for the past 25 years.

“We’re fortunate to have such big names in fashion return home to cultivate this event and propel some of our incredible local talent here into the national spotlight,” said Helwagen. “I think it’s a great thing that HONOLULU Magazine is helping to bring more attention to the fashion scene and industry in Hawaii,” said Todd Snyder. “Growing up in Iowa, there wasn’t a lot opportunity to get into the clothing industry so it’s great for the community to see fashion as a viable industry outside of the major fashion cities.”

HONOLULU Fashion Week presented by Hawaiian Airlines will take place at the Hawaii Convention Center and is free and open to the public. Seating for all fashion shows will be available on a first-come, first-served basis. Those who wish to guarantee a seat may purchase a limited number of reserved tickets for \$25 each. Tickets will be available beginning September. For more information on HONOLULU Fashion Week visit www.honolulufashionweek.com.

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About HONOLULU Fashion Week presented by Hawaiian Airlines

Launched in 2014, HONOLULU Fashion Week presented by Hawaiian Airlines is a first-of-its-kind fashion event in Hawaii highlighting local and national design talent and fashion. The three-day event was created by HONOLULU Magazine to showcase Hawaii’s unique fashion talents joined by world-renowned fashion designers, stylists, and industry experts. This year’s event will take place Nov. 20-22, at the Hawaii Convention Center. For more information on HONOLULU Fashion Week, visit www.honolulufashionweek.com.