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“iOi” AT HONOLULU FASHION WEEK

‘IOLANI SPORTSWEAR LTD. TAKES THE SPOTLIGHT

NOV. 10 - 12, 2016

HONOLULU, HI, November 7, 2016 – ‘IOLANI Sportswear Ltd. is once again proud to be participating in Honolulu Fashion Week to be held at the Hawaii Convention Center, November 10 - 12, 2016. The Hawaii fashion house, armed with its new “iOi” logo, will feature new and original designs, as well as clothing and accessories from the very successful ‘IOLANI X Hello Kitty collection. Models will also be styled in the latest ‘IOLANI fashion during the "Live Aloha" runway show, 5:00 p.m. on November 11th.

Says President, Carla Kawakami, “Honolulu Fashion Week takes a global look at the unique industry of Hawaii fashion. Organizers behind the event work hard to ensure that every detail is well planned and that all presentations are top notch. They understand the elegance of Hawaii and Hawaii fashion and want the world to appreciate what we designers have to offer. From runway to pop-up’s, this is a chance for those of us in the Hawaii fashion industry, to shine.”

A variety of full-length dresses, short dresses and tops will keep the ladies looking fresh and effortlessly fashionable, while the men stay polished with classic and contemporary aloha shirts and polo shirts. Many of the pieces highlight the latest fabrics that evoke a more “young and fun” vibe, along with the bold “iOi” starfish graphic on each hangtag, which authenticates its products. Kawakami continues, “We want to surprise our customer. As a fashion house, ‘IOLANI's approach to design is ever changing, ever evolving. Being involved with Honolulu Fashion Week for a third year is a unique opportunity to showcase what we do best... creating original and on-trend contemporary island fashion that continues to move our brand into the future.”

The 'IOLANI booth will be located in spaces D-1 and D-2 on all three days of Honolulu Fashion Week. Hours are 5:00 to 9:00 p.m. on Thursday, Nov. 10th, and 11:00 a.m. to 9:00 p.m. on Friday and Saturday, Nov. 11th and 12th. For more information on Honolulu Fashion Week, go to <http://honolulufashionweek.com>.

'IOLANI Sportswear, Ltd. is located at 1234 Kona Street in heart of Kaka'ako, Honolulu (drive up ramp where the parking lot is located). For further information, visit the website at <http://www.iolani.com> or call 808.593.4520.

About 'Iolani Sportswear, Ltd.

In 1953 'IOLANI Sportswear, Ltd. began with a dream and determination by founders Keiji & Edith Kawakami. Sixty-three years later, what started with aloha shirts for men now encompasses a women's line, children's line, accessories, and custom designs including uniforms for various businesses in Hawaii, and to outfits for hula hālaus (schools). In 2016, the bold new "iOi" logo was developed to brand the 'IOLANI products into the future. 'IOLANI Sportswear, Ltd. continues to be operated by second and third generation members of the Kawakami ohana (family), spearheaded by Lloyd & Carla Kawakami, with the support of their sons, Nick & Alx Kawakami. Together with their team of talented designers and tailors, they continue to take their island-inspired fashions to a global audience, sharing their brand of aloha spirit with the world.

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