

HONOLULU
FASHION
WEEK



NEWS RELEASE

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HONOLULU Fashion Week Announces International and Local Designer Lineup
Tickets available for reserved seating at runway shows at www.honoluluofashionweek.com

HONOLULU, HI – HONOLULU Fashion Week presented by Hawaiian Airlines (#HonoluluFW and #HawaiianAirlines) is pleased to announce the strong lineup of designers that will present in 11 runway shows during the three-day event spanning Nov. 10, 11 and 12 at the Hawai‘i Convention Center. Tickets are available at www.honoluluofashionweek.com for those who wish to purchase reserved seats for any shows.

Joining the lineup of designers who hail from the fashionable destinations served by Hawaiian Airlines, including Dion Lee from Sydney, Pameo Pose from Tokyo, Greedilous from Seoul, Marissa Webb from New York City and Hawai‘i’s own Jeffrey Yoshida, who will present capsule collections during *Hawaiian Airlines presents: Runway to Runway* on Friday, Nov. 11 at 8 p.m. Also flying in is New-York-based menswear designer Asaf Ganot, whose twin brother is Eran Ganot, coach of the winning University of Hawai‘i at Mānoa’s men’s basketball team. Asaf Ganot will showcase a collection of athleticwear on Thursday, Nov. 10 at 6 p.m. Top Japanese fashion model Rinka will showcase selections from her trendy lifestyle line LI HUA on Saturday, Nov. 12 at 6 p.m. in *LeaLea presents: RINKAgram*.

“It’s rewarding to see how HONOLULU Fashion Week continues to grow each year,” said Alyson Helwagen, publisher of HONOLULU Magazine, which created and produces the event. “The mix of shows we have strongly represents the diversity of designers and style found in Hawai‘i.”

Attendees of *Hawaiian Airlines presents: Runway to Runway* are in for an exciting surprise, as they will be among the first to see Hawaiian Airlines’ much-anticipated new uniforms designed by legendary Hawai‘i artist and textile designer Sig Zane. The airline [announced](#) in June that it partnered with Sig Zane and Japanese design consultants Tetsu and Mikiko Nishiyama of the label DESCENDANT to create the new uniforms for its entire front-line staff.

“We’re happy to continue our support of HONOLULU Fashion Week and their goal of connecting Hawai‘i’s fashion scene to the world,” said Avi Mannis, senior vice president of global marketing for Hawaiian Airlines. “This year’s runway show will be particularly unique as we unveil new uniforms for our more than 5,000 front-line employees, who will begin wearing the designs later next year. We’re thrilled to have the community share in this momentous debut.”

Other shows include *Neiman Marcus Presents: The Art of Fashion*, where the luxury retailer will showcase resort collections from premier designers. Legacy designer Reyn Spooner will celebrate its 60th anniversary with a showcase of fashion through the decades. HONOLULU Fashion Week also celebrates up and coming designers Manaola Hawai‘i and Kini Zamora who each have solo runway shows.

Local Luxe features local brands Allison Izu, Ari South, Malia Jones, Ten Tomorrow and Kojo Couture, while *Live Aloha* highlights Noa Noa, ‘IOLANI Sportswear, Manaola Hawai‘i and Manuheali‘i. *Ward*

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Village will showcase a collection of looks from several of its fashion-forward retailers including MORI by Art + Flea, The Collective, Kealopiko, Big Bad Wolf, and POSHD by Valerie Joseph.

Survivors of life-threatening diseases will close the event on the runway in *Hawai'i Pacific Health presents: Beautiful Survivors*.

“We want to thank Hawaiian Airlines and our many sponsors and supporters who have helped to cultivate this event that celebrates the energy and growing momentum in Hawai'i's fashion industry,” said Duane Kurisu, aio founder and chairman.

In addition to the runway shows, attendees can also shop the upscale HONOLULU Fashion Week Marketplace, where nearly 50 Hawai'i-based jewelry, clothing, home goods and accessory designers will offer exclusive items, newly released collections and runway-featured lines. Access to the Marketplace is free and open to the general public throughout HONOLULU Fashion Week. Designers include AVELA, Cameron Hawaii, Jana Lam, Tidepool Love, Bradley & Lily, Mau-House and XIX Palms.

Other sponsors include: American Savings Bank; DBEDT; Fujifilm Instax; Chamber of Commerce Hawai'i; Hawaii Prince Hotel Waikiki; Honolulu Cookie Company; Inspiration; The Kahala Hotel & Resort; Kinsen; LeaLea; Moana Surf rider, A Westin Resort & Spa; The Modern Honolulu; Motives by Loren Ridinger; Nomad Mgmt; Nordstrom; The Royal Hawaiian, A Luxury Collection Resort; Royal Hawaiian Shopping Center; Servco Lexus; The Surfjack Hotel & Swim Club; and W Salon Hawaii.

The runway schedule is listed below and is found online at www.honolulufashionweek.com:

Thursday, Nov. 10:

6 p.m. Asaf Ganot
8 p.m. Neiman Marcus Presents: *The Art of Fashion*

Friday, Nov. 11:

2 p.m. *Local Luxe*
4 p.m. *Live Aloha*
6 p.m. Reyn Spooner
8 p.m. Hawaiian Airlines presents: *Runway to Runway*

Saturday, Nov. 12:

12 p.m. Manaola Hawai'i
2 p.m. Kini Zamora
The show will benefit Reach the Runway, a nonprofit that creates mentorship opportunities for O'ahu middle school students interested in pursuing a career in the fashion industry.
4 p.m. Ward Village
6 p.m. LeaLea presents: *RINKAgram*
8 p.m. Hawai'i Pacific Health presents: *Beautiful Survivors*

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About HONOLULU Fashion Week presented by Hawaiian Airlines

Launched in 2014, HONOLULU Fashion Week presented by Hawaiian Airlines is a one-of-a-kind event in Hawai'i 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 designers, stylists, and industry experts. This year's event will take place Nov. 10, 11 and 12 at the Hawai'i Convention Center. For more information on HONOLULU Fashion Week, please visit www.honolulufashionweek.com.

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