



**Media Release**

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## **RUGBY AND FASHION FUSE IN BEST OF PASIFIKA**

Rugby World Cup 2011 festivities fuse with fashion at this year's Westfield Best of Style Pasifika NZ 2011 – a one off exclusive extravaganza over two nights which will put New Zealand's fashion stars in the international spotlight and up there with world-class designers.

As part of the Best of Style Pasifika NZ 2011, New Zealand and Pacific designers, both novices and seasoned, are invited to enter the Westfield Style Pasifika Fashion Awards, an event that has launched the careers of many talented young designers.

Westfield Style Pasifika gives new and emerging designers a platform to showcase their style and ability to the New Zealand public and fashion industry. This year, they will get to do it in front of international guests here for Rugby World Cup 2011 and as part of the REAL New Zealand Festival promoting New Zealand to the world.

Westfield Style Pasifika, now in its 17<sup>th</sup> year is an iconic New Zealand event and the world's largest indigenous fashion event. The awards within the event challenge designers to produce cutting edge fashion inspired by the unique and colourful fusion of Pasifika. The result is an explosion of fashion, art and culture, defining a unique New Zealand style.

Renowned New Zealand creative director and show producer Stan Wolfgramm, is encouraging people of all ages and backgrounds to enter this year's show, as he says the event will be bigger and better than anything seen before.

Westfield Style Pasifika – Best of Pasifika NZ 2011, one of four flagship events to be supported by government during Rugby World Cup 2011, will be a truly unique night out that celebrates New Zealand's place in the Pacific in spectacular style.

Winning designs from the Westfield Style Pasifika Fashion Awards will be on stage, shoulder-to-shoulder with rugby inspired one-off collections created by celebrated New Zealand designers and top international fashion designers from nations participating in the Rugby World Cup tournament.

"This is our chance to tell our story to the world. Our journey as a nation and as a region will be told through a spectacular multi-media show, weaving uniquely New Zealand elements of Pasifika music, dance and design. Style Pasifika fashion is important as it reflects our cultural identity and creative expression which is our point of difference to the world," Stan says.

In this special Best of Westfield Style Pasifika year, organisers have made a change to the number and type of award categories available to enter. In 2011 competition categories will focus on three categories of design excellence - Traditionally Inspired, Colonial Pasifika 3 Piece Collection and Multicultural Pasifika Style.

Stan Wolfgramm says, "We want designers to let their imaginations run wild and celebrate our place in the world, in a very special year."

Apart from featuring in the exclusive event, finalists get the chance to win up to \$15,000 in prizes.

For the first time in the 17 year history of the Westfield Style Pasifika Awards, the judges' results will be publicly announced before the show in August and September. All finalists and winners will then be showcased as part of the 2011 Best of Westfield Style Pasifika show events in October.

The task of selecting the best designs of the year will be delegated to an expert panel of judges including leading New Zealand fashion designers Denise L'Estrange-Corbet, Francis Hooper, Liz Mitchell, AUT Senior Lecturer in Spatial Design Albert Refiti and Reiha Ihaka from Max Fashions.

Entrants can be any age and the competition is open to everyone from those with no design experience, to aspiring and accomplished emerging fashion designers.

To enter Westfield Style Pasifika simply download the form at [www.stylepasifika.co.nz](http://www.stylepasifika.co.nz). Entry information is also available at Westfield malls and fashion, textile and design schools nationwide. All entry forms must be received by 8 July 2011, with garments submitted by 30 July 2011. Finalists and winners will be featured as part of the Westfield Style Pasifika – Best of Pasifika NZ 2011 show events in October.

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**Released on behalf of Westfield Style Pasifika by Goode PR, Auckland. For more information, images or to arrange interviews, please contact Sarah Moore at Goode PR on (09) 481 0962, 021 744 709 or email [sarah@goodepr.co.nz](mailto:sarah@goodepr.co.nz)**

**Editor's Notes:**

**Key Dates**

8 July 2011– Designers entry forms due

30 July 2011 – All garments to arrive

18 & 19 October 2011 – Westfield Style Pasifika - Best of Pasifika NZ 2011 at Vector Arena