



Media Release

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## HIGH FASHION AND RUGBY COME TOGETHER FOR STYLE PASIFIKA

The ten New Zealand fashion designers who will showcase one off rugby-inspired garments at this year's *Westfield Style Pasifika: Best of Pasifika* event have been announced.

Contributing designers include: Zambesi, World, Liz Mitchell, Sabatini, Untouched World, Annah Stretton, Adrian Hailwood, Tanya Carlson, Lucie Boshier and Kiri Nathan.

Unique garments from each of these celebrated designers will feature in Westfield Style Pasifika's New Zealand Designer Collection. The local designs will feature alongside the International Designer Collection - garments created from top international fashion designers from nations participating in the Rugby World Cup and the winning creations from the Westfield Style Pasifika Fashion Awards.

Show Producer/Artistic Director Stan Wolfgramm says, "We are absolutely delighted to have the support of these top New Zealand designers whose unique Kiwiana-inspired creations will tell the story of what it means for us as a nation to host the Rugby World Cup.

"The addition of the New Zealand designer collection will undoubtedly put New Zealand on the map for our fashion-forward ingenuity and creativity and ensure this year's Westfield Style Pasifika is an absolute must see event for New Zealanders and international visitors alike."

The *Westfield Style Pasifika: Best of Pasifika* showcase will be held over two exclusive evenings between the Rugby World Cup semi-final and final games on Tuesday 18 and Wednesday 19 October at Vector Arena in Auckland.

*Westfield Style Pasifika: Best of Pasifika NZ 2011*, is one of only four flagship events to be supported by Government during the Rugby World Cup and will be a truly unique show that celebrates New Zealand's place in the Pacific in spectacular style.

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 which is everything from this region of the world that makes us distinctive. The result is an explosion of fashion, art and culture, defining a uniquely New Zealand style.

## **Westfield Style Pasifika - Best of Pasifika NZ 2011**

**When:** Tuesday 18 October (public event) & Wednesday 19 October 2011 (hosting/VIP event)

**Where:** Vector Arena, Auckland

For more information visit [www.stylepasifika.co.nz](http://www.stylepasifika.co.nz)

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**Released on behalf of Westfield Style Pasifika by Goode PR, Auckland. For more information, images or to arrange an interview please contact Jessica Mathias or Sarah Moore at Goode PR on (09) 480 9948 or email [jessica@goodepr.co.nz](mailto:jessica@goodepr.co.nz) or [sarah@goodepr.co.nz](mailto:sarah@goodepr.co.nz)**

### **Note to Editors:**

Rugby meets the world of fashion, music, technology and dance in two incredible nights of distinctly New Zealand entertainment. **Westfield Style Pasifika - Best of Pasifika NZ 2011** has been selected as a key event for the REAL New Zealand Festival, a nationwide celebration of all the things we love most about New Zealand.

For two exclusive evenings in the week of Rugby World Cup Final 2011, musicians, dancers, cultural entertainers, artists, film makers and designers will come together to showcase the best of New Zealand and Pacific innovation and creativity. This will be an event that will not only strike a chord with Kiwis, but will catapult our unique Pasifika culture onto the world stage.