



Fiji Fashion Week, FIJI

FASHION SHOWS RUN FROM 28 TO 30 MAY.

Throughout a week chock-full of fashion, the highlight are the fashion shows. The shows include Resort Wear, Children's Wear, designs by student designers as well as High End, Evening and Bridal lines from Fiji's established textile artists. The highlight of the Fiji fashion calendar, it's a must see.

<http://www.fijifashionweek.com.fj/>



Fashion in Paradise

By NEISAU TUIDRAKI

In the village of Naqali in Naitasiri a wedding is taking place, the groom stands regally beside his bride decked out in his traditional attire of masi and his bride is wearing a masterpiece by Fijian designer Hupfeld Hoerder. The intricate details of shells and hand painted motifs are contemporary yet delicate but importantly it reflects the evolution of fashion taking place in our tiny island paradise.

Fiji Fashion Week has responded to this development over the last 8 years, including the introduction of the Resort Wear Show last year to help local designer tap into the tourism market. This year a new category has been introduced, the Couture Bridal and Evening Show which will showcase some of Fiji's most successful Established Designers such as Robert Kennedy, Moira Solvalu, Anton Conway Wye and Hupfeld Hoerder.

"Exclusive designs are custom made garments for the bridal market so my 'big clients' would basically be for this market and gauging on last year's business performance I would have to say I am happy with business" said Hoerder.

FJFW has helped launch many careers of designers in Fiji and they have an impressive line up of young Fijian designers returning home to showcase their maiden collections, regional designers from Samoa and PNG and internationals from Italy, Australia and Los Angeles.

FJFW Managing Director Ellen Whippy - Knight said that the fashion industry in Fiji though fledgling is beginning to take shape.

"The garment industry in Fiji has been the big earner for our Fiji's GDP and FJFW's main objective is to assist designers to become commercial by carving a sustainable income from something they are passionate about" said Whippy - Knight.

Whippy - Knight also said that formal fashion and design education is critical in the development of the fashion industry and she continues to address this by lobbying with the government for its inclusion into the secondary schools curriculum. FNU and APTC are now in their 2nd year of Fashion and Design studies.

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