



KIRSTIE WIGGINS
RESENE Burnt Crimson

Resene NZ Fashion Tech Colour of Fashion

NZ Fashion Tech and Resene have come together to create a unique education project that brings the colour and silks of India to high fashion.

THE FASHION project will see 45 young designers from NZ Fashion Tech's Diploma course use the lustrous colours and vibrant patterns of hand-woven silk saris from a Southern-Indian village re-created as high fashion and will debut at NZ Fashion Week in August.

"The challenge for the students is to take the traditional sari with its traditional values, shapes, patterns and draping, and throw that all up in the air, release their creativity, and come up with a new design idea," says Giles Brooker.

The project was developed when NZ Fashion Tech founders Kevin Smith and Val Marshall-Smith teamed up with educators Giles Brooker and Prabha Govindasamy.

Together they created an exciting fashion education programme that will give 15 of its top fashion students who have taken part in the project the opportunity to travel to India as recipients of the Prime Minister's Scholarships of Asia.

New Zealand's leading paint company Resene loves to support initiatives celebrating colour and have sponsored the fashion project.

"Paint colours have for many years been inspired by colours seen on catwalks and in the latest fashion trends," says Resene's Karen Warman, "so it's a nice twist to reverse the order and have paint colours used as inspiration for the catwalk".

50 silk saris inspired by Resene paint colours were selected for the project and will be transformed into a contemporary-chic fashion look.

Resene will then showcase the students' work at NZ Fashion Week, the Resene Colour Awards in

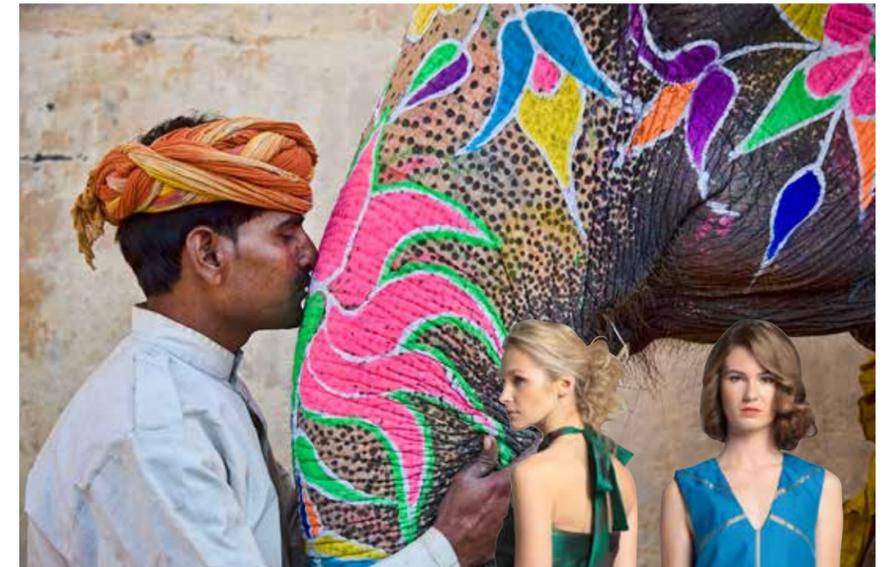


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September, on their website and in other locations throughout New Zealand.

Managing Director and co-founder of NZ Fashion Tech Kevin Smith says, "the students responded well to the brief. Armed with their Resene test pot and sari, they were asked (hypothetically) to dress Cate Blanchett for a summer luncheon in Monte Carlo. Technical excellence was paramount, the timeline was tight, and the stakes were high: Who would show at Fashion Week? Who would catch the eye of editors? And ultimately: Who would travel to India?"

The fashion education programme in India was developed in collaboration with the Bannari Amman Institute of Technology in Sathyamangalam, near Coimbatore.

The five-week programme will see the students re-create their garments from the NZ fashion challenge and produce a fashion show at the Indian university. Their visit will also include a visit to the manufacturers who produced their original saris and the opportunity to explore yarn, textile and fashion design manufacturing in India.

"This collaboration is going to succeed on so many levels for both New Zealand and India. I believe there will be benefits across tourism awareness, community engagement, design, manufacturing, trade and education," says Giles Brooker. "The Resene NZ Fashion Tech Colour of Fashion collection will showcase how bold the Indians are with their colour and pattern combinations and it will present New Zealand as an exciting, creative, innovative place for fashion design".

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