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SECOND ANNUAL HAWAII FASHION MONTH SET FOR NOVEMBER

HONOLULU (Sept. 19, 2014) – The Hawaii Fashion Incubator and the State of Hawaii announced today November as Hawaii Fashion Month, which will highlight of the state’s fashion industry while showcasing emerging designers, fashion photographers, stylists and other industry professionals. Events include fashion shows, shopping events, workshops, designer launches, and an industry conference.

First launched in October 2013, Hawaii Fashion Month (HFM) aims to raise awareness of the state as a unique, creative, and competitive destination and to bring sustainable growth to an industry that encompasses design, manufacturing, retail, art, education, and more. HFM is a community-driven initiative of the Hawaii Fashion Incubator (HIFI) with support from the state Department of Business, Economic Development, and Tourism (DBEDT).

“We’ve got a burgeoning fashion industry here and Hawaii Fashion Month gives us the platform to display the work of Hawaii’s talented professionals,” said Melissa May White, HFM co-chair and HIFI co-founder. “The level and diversity of talent right in our backyard is truly impressive. Both residents and visitors will be inspired by the various events we have planned throughout the month.”

Major sponsor events throughout the month include:

- Ward Village kicks off HFM with Fashion ForWARD at Courtyard of the IBM Building on Saturday, Nov. 1, which will also mark the opening of a month long exhibition of fashion photography throughout the Ward Village property.
- The MODERN Honolulu will be a destination for fashion events throughout the month, including the Grey Goose Day Club on November 1 from 12 noon.
- HONOLULU Magazine will present the first annual HONOLULU Fashion Week timed to debut from Nov. 6 – 9. For the inaugural event, the magazine is partnering with Japan Fashion Week Organization, Hawaii Fashion Incubator and the Hawaii State Department of Business, Economic Development and Tourism. This four-day, first-of-its-kind event will highlight international and local design talent with collaborative and individual runway shows. Attending guests will also have an opportunity to shop exclusive collaboration and limited design pieces at the onsite pop-up boutique.

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- Royal Hawaiian Center presents “Waikiki Roots & Royal Style: A Local Celebration,” honoring the achievements of local fashion designers, stylists and business owners on Saturday, Nov. 22, 5:00 p.m. to 9:00 p.m. at The Royal Grove.
- Art+Flea presents OUTFIT at Ward Village in partnership with HIFI for a fashion marketplace in celebration of Small Business Saturday on Nov. 29.

Additional events are currently being planned. For the full calendar of events, visit hawaiifashionmonth.com.

“We are always looking for ways for Hawaii’s fashion industry to promote their work, connect with opportunities, and for the public to discover and this year HIFI is launching a new initiative called the Hawaii Fashion Exchange, or HFX, to support that,” added Toby Portner, HFM co-chair and HIFI co-founder. “HFM event hosts and sponsors can utilize HFX to find talent and resources for their events and post exclusive offers targeted to the fashion industry.”

HFM and HFX are part of HIFI’s year-round efforts to be a central force for fashion information, networking and advocacy. The HIFI COOP at Ward Warehouse is a hub for designers and artists to create, showcase and sell their collections, in addition to serving as a venue for fashion classes and workshops.

Hawaii Fashion Month 2014 sponsors include: Ward Village, Hawaiian Airlines, HONOLULU Magazine, The MODERN Honolulu, KITV4, Paul Brown Salons, American Savings Bank, Aston Hotels and Resorts, Stila Cosmetics, FROLIC Hawaii, Pacific Edge Magazine, Nella Media Group, and the City and County of Honolulu Office of Economic Development.

About Hawaii Fashion Month (HFM)

Launched in 2013, Hawaii Fashion Month aims to celebrate all aspects of Hawaii’s fashion community, cultivate the industry through collaboration, elevate the industry through education, and promote Hawaii as a fashion destination. HFM is a community-driven initiative of Hawaii Fashion Incubator in partnership with the state Department of Business, Economic Development, and Tourism. To keep up with the latest news visit www.hawaiifashionmonth.com or follow HFM via [Facebook](#), [Twitter](#), [Instagram](#) and #HFM2014

About Hawaii Fashion Incubator (HIFI)

HIFI is dedicated to building community and providing resources to Hawaii’s growing fashion industry. Established in 2006, HIFI’s network reaches thousands of fashion professionals and supporters in Hawaii and beyond. Membership to HIFI is through the Hawaii Fashion Exchange (HFX), and is open to those in the industry as well as those that want to support and grow Hawaii fashion. Find more information at www.hawaiifashion.org.