

NEW ZEALAND FAST FASHION

ARTERLY

AUTUMN 2011

THE BEAUTY MYTH

Why being beautiful can be a mixed blessing

HAIR REPORT

The ultimate guide to the best-kept hair

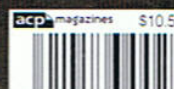
VAMPIRE CHIC
Fashion with a bite

421 AUTUMN ESSENTIAL

Prep school styling
bold colour, the new
grunge, seventies-
style workwear

THE AGE OF ELEGANCE

Glamour's big comeback



NO MORE WHINEING

You may not cry over spilt milk, but a few tears over red wine on precious whites is definitely forgivable. Wine Away's all-natural purse size sprays (\$23 for a tin with two small bottles) come to the rescue, working like magic to remove wine stains and can be stashed in the smallest clutch.



Bridal bliss

Fashion-focused brides will relish the opportunity to find a standout dress at NZ's first-ever Bridal Fashion Week. Held April 1 to 5 at the Auckland Museum's upper dome venue, a selection of runway shows will present collections from top made-to-measure designers and the 2012 collections from Cymbeline of Paris and Spain's Ruben Perlotti. To book, see www.bridalfashionweek.co.nz.



Converse has paired with top Finnish textile brand Marimekko on a limited-edition range of low- and high-top sneakers. They're \$159 to \$169, exclusively at Ruby boutiques from March.



WINNING WAYS

For a young designer, getting ahead in the fashion world arguably demands one part talent, one part exposure and one part financial capability. The first bit is obvious in your work but the other parts can be tricky. Friends and Facebook can do so much but for the rest, there's *Fashion Quarterly*. If you win our Young Designer of the Year award, that is.

The 2007 winner Abby Van Schreven is proof. Co-designer of new label Maaiké, she used part of her cash prize to fund her label's launch, including a show at last year's New Zealand Fashion Week. Her winning design involved a sculptural black coat with a cocoon-shaped bottom half, inspired in part by the Sydney Opera House. "The money went into a savings account for a couple of years and helped when I was ready to do my own thing," she says. "I'd always known this was what I wanted to do. Winning the competition with its recognition just cemented that I was on the right track."

The ruffled yellow silk cocktail frock (pictured) that won the award in 2008 for

Anna Von Hartitzsch was a good sign of the path she would follow. The designer, who won while she was studying fashion design at Wellington's Massey University, is now based in Dubai working for Arushi Fashion, a high-end custom bridal and eveningwear label.

She was in Sydney when the winner was announced in the magazine, her mother racing to the shops to buy a copy. "She did not know where I had placed. She got the biggest shock to see a full-page spread of my work and my name in an actual magazine; so much so she had to ask for a chair to take a moment. It's the proudest I have ever heard her be about me, so it's definitely been a 'moment' in my life."

Our Young Designer of the Year award is back this year offering an impressive prize to fashion's next big thing. Now-established designers Sera Lilly, Sherie Muys and Camille Howie have all previously placed, and now regularly feature in the pages of *Fashion Quarterly*.

For your chance to break into the industry, email youngdesigner@fashionquarterly.co.nz for an entry form.

