

Upcycling catches on

The countdown is on for entries in The Wairarapa Environmental Oversew Fashion (TOF) Awards 2014.

Outfits will be received from March 1 to 14 April 14.

Finalists will be shown and winners announced at an awards night on May 24 at the Carterton Events Centre.

This year's theme is Old Colours New, celebrating how colour use is integrated into our daily lives, depicted by our style and clothes.

With four separate categories there is plenty for potential entrants to get their creative juices flowing: Anyone over 14 years can enter.

If you are inspired by sustainability, live, eat and sleep fashion design, and see these awards as a way to showcase your work you should definitely enter.

The inaugural TOF event, a stunning sell-out success, was in 2012.

TOF is again partnering with Sew Carterton as sponsor for the Young Designer Award (entrants must be between 14 and 18 years old).

In addition to sponsoring this

► CATEGORIES:

Paint the Town Red – glam up and let loose;

Denim, Not Always the Blues – dress it up or dress it down;

Professional Palette – inject some colour into your workplace style;

Casual Colours – street wear with flair

category, Sew Carterton is holding free sewing workshops for all 2014 awards entrants on Wednesday evenings from 6pm till 8pm.

This is a great opportunity to work on your outfits, using large cutting tables, light box for tracing and design as well as getting assistance from owner Pam Veugelaers if required.

Places are limited each week so please register with Pam on 06 379 5423 or drop in to Sew Carterton, High St Carterton.

"We have had a large number of entrants pre-registering for this year's awards via our website,

including one from Spain – which is super exciting," TOF's Robyn Cherry-Campbell says.

She also reminds all entrants of the importance to carefully read the terms and conditions before they begin alterations to any garments they are upcycling.

High resolution photos are required of all garments used in creating the finished outfits and must be photographed on either a hanger, person or mannequin.

Entry details are on TOF's website oversewfashion.com.

TOF is the only upcycling fashion awards in New Zealand and the small team running this event are keen to see the event grow with local, national and international entrants re-creating, re-designing and re-vamping fabulous new outfits from pre-loved clothing.

Its goal is to promote sustainability in fashion and encourage everyone to think twice before "binning" pre-loved clothing.

Wairarapa Environmental managing director Mike Jones says the sustainable theme is a good fit with his organisation.

"We view our relationship with TOF as a match made in recycling heaven. We look forward to helping to grow the event after such a successful event in 2012".

For more information email the TOF team at info@sewcarterton.com or visit the TOF website or facebook TheOversewFashionAwards.



Revamped: Shannon Hayes modelling an outfit by 2012 Young Designer Award winner Samantha Hodgins.