



**Who's who:** Samantha Hannah, Jennifer Whitty and Cameron Sneddon are judging the upcoming Wairarapa Environmental Oversew Fashion (TOF) Awards.

# Meet judges of waste-less fashion awards

Judges for The Wairarapa Environmental Oversew Fashion (TOF) Awards 2014 have been appointed.

The three judges are Samantha Hannah, Jennifer Whitty and Cameron Sneddon.

The theme of the biennial awards this year, which is being held in May, is "Old Colours New".

Wairarapa born and bred Samantha Hannah says as a judge she'll be looking for creativity, how relevant the designs are to current fashion trends and originality.

"I will also be paying close attention to the entrants' use of colour," Hannah says.

As a successful style consultant and wellness coach based in Wellington, Hannah has appeared on TVNZ's *Good Morning Show*, as well as hosting *Starting Over* on the Vibe Channel and *Brunch* on Choice TV.

Hannah says she is excited about the event.

"Socially conscious events like TOF show that it is possible to recreate fashionable 'new' garments out of pre-loved clothing, giving us all inspiration for a waste-less future."

Massey University senior lecturer of Fashion Jennifer Whitty is an award-winning designer and researcher. She focuses on creating new, more flexible and sustainable

ways of thinking, creating and responding to clothing that attempts to address the damaging effects of the fashion industry, such as the shortened life span of products, environmental waste, and the loss of traditions.

In entrants' work Whitty will be looking for thought provoking creations that show innovation and the inventive use of re-purposed materials that may in turn "inspire us all to think twice before discarding something."

Accompanying Hannah and Whitty is Wellington Fashion Week's managing director, Cameron Sneddon who will be "looking for creative use of fabrics and how the outfits have been constructed with the restrictions entrants are faced with".

Sneddon has moved to Greytown from Wellington, opening a boutique clothing and gift shop there.

It isn't too late to get up-cycling and enter this year's awards, with four weeks still left before the deadline for outfits to be received by 5pm on Monday April 14.

For more information email the TOF team at [info@oversewfashion.com](mailto:info@oversewfashion.com) or visit the TOF website [www.oversewfashion.com](http://www.oversewfashion.com) or facebook page <https://www.facebook.com/TheOversewFashionAwards>