



Fashionistas: Oversew Fashion Awards organiser Chris Tracey and judge Duane McWaine strike a pose before Saturday's show. Photo: KENT BLECHYNDEN/FAIRFAX NZ

Recycled to make a fashion statement

Seamus Boyer
WAIRARAPA

"UP-CYCLED" streetwear will hit the catwalk this weekend with the launch of Wairarapa's newest fashion show.

The first annual Oversew Fashion Awards will be held at Carterton Events Centre on Saturday to celebrate creative ways of reviving second-hand clothes.

"The idea is about sustainable fashion," Oversew chairwoman Corrine Edwards said. "It's about taking second-hand clothes and up-cycling them – basically, finding creative ways to make them new."

The event has been a year in the making and will feature 32 finalists from Wellington, Wairarapa and further afield. Award categories include one for each of the four seasons, plus a young designer section for those aged 14 to 18.

Organiser Chris Tracey said the event was aimed at emerging designers. "Often they're not the kind of designers who might enter into Fashion Week, but they're very talented and creative.

"Some are very young and there's also older people who just know design and are very talented sewers. We want to pull those designers out and encourage that potential talent."

Ms Tracey, partner of Carterton



Behind the scenes: Organiser Robyn Cherry-Campbell oversees a dress rehearsal and preparations to the venue.

Mayor Ron Mark, said there would also be expert tips from Wellington business Wardrobe Flair for wearing second-hand clothes.

"They took two women to Save-Mart and found them clothes on a budget, and they'll be showing those on the night."

Judges include Wairarapa designer Lorraine Hall, Massey design lecturer Jennifer Whitty, and Duane McWaine, partner of United States ambassador David Huebner.

While most entries are from Wellington and Wairarapa, others have come from Greymouth, Blenheim and Christchurch.

There are only a few tickets left for the 250-capacity event, available from Dash Tickets.