

## Measuring up for fashion show

Saturday 25 August sees the launch of The Oversew Fashion Awards at the Carterton Events Centre. We talk to its creators.

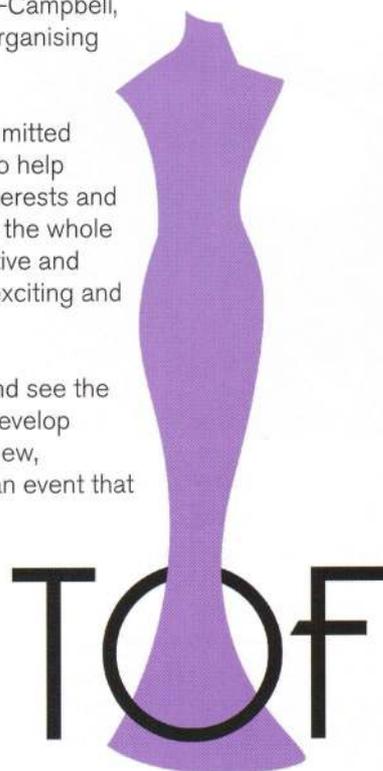
Spare time is free time. It's time away from work and other commitments. It's time to do as you please – time to do what you love. No wonder, then, that five local women – each with a passion for art, culture, creativity, fashion and environmental sustainability – have dedicated their spare time to tailoring a brand new event for the region.

After much talk and a year of planning, Corinne Edwards, Robyn Cherry-Campbell, Chris Tracey, Judith Jagger, and Vicki Waller are in the final stages of organising The Oversew Fashion Awards (TOF).

Robyn Cherry-Campbell says, "We're all fashion and art fans. We're committed to caring for our environment and are always looking for opportunities to help grow the cultural dimension of the Wairarapa. TOF represents all our interests and it's a fashion show with a difference. The main idea being to encourage the whole community not to throw clothes away but to be sustainable, to get creative and have a go at upcycling old, boring and tired items into something new, exciting and vibrant."

The TOF team believe that there is so much hidden talent in the area and see the Awards as providing an outlet for local people to experiment with and develop their design, textile and dressmaking skills. They also wanted to add a new, glamorous and innovative event to the region's 'what's on' repertoire – an event that would also bring businesses, schools and colleges on board.

This year the Awards are themed around the seasons with a first and second prize of \$750 and \$250 for each category. The overall winner will receive \$1000 and a night at the five star Summit Lodge in Gladstone. There is also a young designer's award with a cash prize of \$500. Entry forms, downloadable from [www.oversewfashion.com](http://www.oversewfashion.com), must be in by 1 July 2012 and garments submitted by 20 July 2012.



Oversew organisers Chris Tracey, Corinne Edwards and Robyn Cherry-Campbell

### WIN

Two tickets to The Oversew Fashion Awards – Saturday 25 August 2012 at the Carterton Events Centre

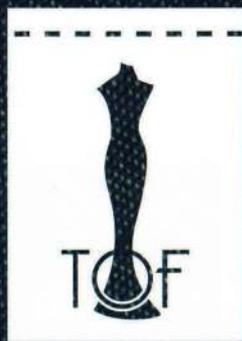
We are giving away TWO premier tickets (worth \$45 each) to the first ever TOF event. This prize includes an invitation to the pre-event cocktail party.

To enter, simply email [editor@wairapabusiness.co.nz](mailto:editor@wairapabusiness.co.nz). For terms and conditions go to [www.wairapabusiness.co.nz](http://www.wairapabusiness.co.nz).



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**AWARDS**  
▶ 25TH AUGUST 2012 ▶

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