

*OUR 128TH HOLIDAY ANNUAL*

# HONOLULU

HAWAII'S MAGAZINE SINCE 1888

INSIDERS'  
GUIDE TO  
HONOLULU  
FASHION WEEK

*HOLOHOLO  
GUIDE  
TO MAUI*

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## HAWAII FASHION

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*REASONS  
WE LOVE  
ISLAND STYLE*

# LOCAL DESIGNERS

Just some of the numerous Hawai'i designers whose work will be showcased at HONOLULU Fashion Week.



## AMOS KOTOMORI

Hawai'i-born Amos Kotomori emerged as an avant-garde designer in the 1980s. His work has taken him around the world as an artist, stylist and designer. In 2010, Kotomori launched a men's collection line at Neiman Marcus on O'ahu. He draws inspiration from Hawai'i, his home in Bali and New York City.

## BLISS LAU

Half Chinese-American and half American, Bliss Lau's internalized combination of cultures manifests itself in each concept, thought, and creation. Raised in Honolulu, educated at Punahou School and Parsons The New School for Design in New York City, Bliss perceives design as a continuing exploration of the manipulation of form and thus evolved her collection from leather goods to the trademark fine jewelry and body jewelry of today.

## CAMERON HAWAII

This beach resort lifestyle brand featuring modern graphics and vintage Hawai'i elements celebrates the life and travels of a fictional

Island girl named Cameron. Designs for the collection are inspired by Cameron's world travels—from the French Riviera to the coast of Mexico to sunny California—while still embodying the aloha spirit.

## FLORENCIA ARIAS

From a very young age, Florencia Arias-Nordstrom had a strong passion for design and style. She draws inspiration from her childhood in Argentina, and has a touch of the tropical lifestyle of Honolulu, where she is now based. She is dedicated to bringing new styles to confident women who want to feel sexy without sacrificing comfort and sophistication.

## IN4MATION

In4mation comprises four partners: Ryan Arakaki, Todd Shimabuku, Jun Jo and Keith Kanagusuku. In 2002, the group launched one of Hawai'i's most established street-wear lines, featuring alternative and eclectic clothing and products. In4mation is known for its signature snapbacks and tees, and has also released collaborations with G-Shock and Stussy.

## INK & TAYLOR

Former college roommates in art school, Hawai'i-born and raised Maya von Geldern and California-born K'era Morgan are creative souls with a love of photography and an insatiable desire for artistic exploration. Ink & Taylor is a culmination of 20 years of friendship and shared passions. The two

partners transform static photos into fluid art that can be worn, wrapped and draped around the body.

## LANGUAGE OF THE BIRDS

New York-born-and-bred Tsia Carson has always loved prints, even before launching a career in the fashion industry in 2014,



Florencia Arias

PHOTOS: COURTESY OF RESPECTIVE DESIGNERS

## ALLISON IZU SONG

When Allison Izu Song couldn't find clothing to fit her 5'2" frame, she decided to create her own clothing company focused on petite customers (5'6" and shorter). After studying design at the Fashion Institute of Technology, she returned home to Hawai'i and launched her signature petite denim line in 2008. Her collection now includes tops, dresses and shorts.

## MAHIKU ACTIVEWEAR

Ehiku Rademacher created Mahiku Activewear, a premium activewear and lifestyle brand, inspired by her active lifestyle in and out of the water. The lightweight, quick-drying capri fabric is made to be worn on land or in the water. Her collections feature eye-catching prints and pieces that can be mix-matched with anything—whether that's boots, slippers or tennis shoes.



after years working in technology and the digital realm for brand planning. On a trip to Hawai'i, she developed an affinity for what felt like a second home to her. Her clothing line, Language of the Birds, blends her love of prints and both places to create bold patterned dresses

that are urbane and tropical with folk-like silhouettes.

## MALIA JONES

Out of her love for fashion, swimsuits, travel and beach lifestyle, Hawai'i surfer, model and designer Malia Jones has created a swimwear collection of high-end,



Language of the Birds

sleek basics that compliment a women's body and embrace the idea of relaxed luxury and classic simplicity.

## MANUHEALI'I

Manuheali'i's ready-to-wear collections capture the essence and allure of living an aloha lifestyle. Deep-rooted in culture, fashion and graphic design, this family's business celebrates its 30<sup>th</sup> year of style and inspiration in Hawai'i.

## MATT BRUENING

Matt Bruening graduated from the University of Hawai'i at Mānoa's fashion program in 2009 and since then, the Mākaha native has collaborated with other local designers that include Fighting Eel, Sig Zane and

Bamboo Sky. He has a simple and minimalist approach with an island- and bohemian-inspired flare.

## MESH YOGA (MICHELLE LOU LAN)

After a severe injury, Michelle Lou Lan was forced to quit her dancing career, and has since been teaching yoga. Her background combined with her love of fashion led to the creation of MeshYoga, a sophisticated, comfortable and versatile line of yoga pants and clothing with colorful prints and patterns that can be worn beyond the yoga studio.

## MOON COLLECTIVE

Designer Benjamin King started Moon Collective in

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## DESIGNING FOR THE DNA OF THE ISLANDS

BY ROBBIE DINGEMAN

HONOLULU Magazine is honored to be working again this year with Hi-lo-based designer Sig Zane, who lent his distinctive touch to the look of HONOLULU Fashion Week.

Zane featured the design element of 'ohe kāpala, associated with dressing for hula. He explains that the visual takeaway of hula extends beyond the motion of the dance to the entire package. "The geometric designs on the costuming are symbols illustrating

the chant, reiterating story line," he explains. "As the decorated kapa once provided the fashion statements of our islands, it is appropriate to push this art style into our modern industry. We believe relevancy is important in all that we put out."

When the company began making clothes decades ago, the team's mission was to educate and increase awareness of native plants. "We haven't strayed far," Zane says. "I believe we

have evolved from a simple aesthetic approach of native plants into a more complex native perspective that we apply to just about any medium."

Now Zane's designs can now be found emblazoned on aloha shirts, airplanes and more. As a practitioner of hula and its associated arts, he digs deeper. "Working with the land and practicing traditions provides foundation and perspective relevancy to the art we create for every-

thing," Zane says.

**Q. You have been cited as an important fashion leader in the last three decades. Thoughts?**

**A.** "We really never thought ourselves as a leader in fashion, simply because our approach is so organic, and basically reflective of the moment. The connection to our graphics represents the DNA of our islands and that acknowledgement."

**Q. What do you think of recent fashion developments, from your collabs to the broader scene?**

**A.** "Our collaborations have definitely exposed us to a broader audience! If and when we connect, the visual narratives have a greater reach therefore allowing our culture practices to permeate farther. We seek experiences that will enrich our perspectives but at the same time, it's gotta be mutual."