



MEDIA RELEASE

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MIROMODA FASHION DESIGN COMPETITION CEMENTS ITS MARK

Described as an artistic and cultural powerhouse, the Pataka Art & Museum venue has again proved it is a perfect fit for fashion entity, **MIROMODA**.

For the third consecutive year, models, fashion designers, makeup and hair apprentices crammed into Porirua's Pataka Art & Museum on Saturday 30 June 2018, for the Miromoda Annual Fashion Design competition during the day, and the sold out Miromoda Runway show at night.

Boosted by a huge team of hair and makeup apprentices under the Hair Industry Training Organisation (HITO) the Pataka venue oozed creative glamour.

Fourteen short listed entrants faced a panel of judges, lead by Miromoda's head judge, and NZ Fashion Week founder, Dame Pieter Stewart who was ably assisted by NZ Fashion Week Business Manager, Janey Evett, and Wellington based international Lucire fashion magazine publisher, Jack Yan.

Vying for a place in the coveted and big ticket Miromoda Showcase, as part of NZ Fashion Week, designers freely admit to being exhausted and in a state of nervous hype and excitement before facing the judges.

Miromoda the Indigenous Maori Fashion Apparel Board formed in 2008, debuted at NZ Fashion Week, with eight competition winners and runners up across four categories in 2009, will head to NZ Fashion Week at Auckland's Viaduct for a ninth year, in late August.

The competition is well established in the tertiary community and draws entries from most, if not all, of New Zealand's fashion schools. Founder Ata Te Kanawa credits the support of NZ Fashion Week founder Dame Pieter Stewart and sponsorship support from loyal supporters as "the catalyst for creating and maintaining the Miromoda platform that keeps tapping into a surprisingly huge talent pool out there," says Te Kanawa.

MIROMODA the Indigenous Maori Fashion Apparel Board (IMFAB) is pleased to announce the following designers who will showcase their collections at New Zealand Fashion Week as part of the Miromoda Showcase.

OFFICIAL RESULTS

2018 SUPREME WINNER

Misty Ratima (Napier)

EMERGING DESIGNER WINNERS

Zannah-Rose Thornicroft and Henele Taufalele (Auckland)

AVANT-GARDE DESIGNER WINNERS – 1st equal

Misty Ratima (Napier) and Nichola Te Kiri (Hamilton)

ESTABLISHED DESIGNER WINNER

Bobby Campbell Luke (Auckland)

EMERGING DESIGNERS RUNNERS UP

Paige MacDonald (Wanganui)

Taongahua Maxwell (Rotorua)

Te Orihau Karaitiana (Napier)

ESTABLISHED DESIGNERS RUNNERS UP

Jimmie MacKay (Hastings)

AJ Bradley (Palmerston North)

Misty Ratima (Napier)

ENDS

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Image credit: Masanori Udagawa – Photo Wellington

Image caption: A sneak peek of the Avant Garde entry by Miromoda's 2018 Supreme winner, Misty Ratima of Hawkes Bay.