

CURATED INDIGENOUS COLLECTIONS

LFW SS24

16th September 2023

HOSTED BY

ST JOHNS CHURCH, 18 HYDE PARK CRESCENT
TYBURNIA, LONDON W2 2QD

JEANINE CLARKIN™

AHO KURA
The Jeanine Clarkin School of Indigenous Maori Art & Fashion Design



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LONDON FASHION WEEK

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Expression of Interest

would your label like to join me at

LONDON FASHION WEEK

16 September 2023

kiaora@jeanineclarkin.com PH +64204456225
23 Waikare Rd Waiheke Island Aotearoa NZ

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MEET JEANINE

Kia ora ko Jeanine Clarkin ahau,

Ngati Hako Ngai te Rangi Ngati Ranginui Raukawa and Ngati Paoa are my iwi. I am a Maori Fashion Designer. I established my brand in 1994 and have continued to create and recreate professionally for the past 29 years. I have exhibited internationally and have a touring exhibition Te aho Tapu Hou The new sacred Thread. I first showed in London and Europe in 2001 and have continued to show consistently almost annually since 2012.

This year I have joined forces with respected Fashion event producer Deborah St Louise from Fashions Finest who has presented designers collections for more than 10 years. Deborah has provided the opportunity me to host an event that celebrates indigenous design.

AND DEBORAH

About Fashions Finest

Fashions Finest is a Community Interest Company, which promotes diversity, inclusion of races and cultures within the fashion industry. Along with creating opportunities for young people to intern, volunteer, learn and grow their skill set. Founded because of the huge inequalities within the fashion and creative industries and a lack of visibility and representation for minority and working-class communities.



We decided the best way to tackle and resolve the issues of accessibility, inclusion, and diversity was to tap into our own lived experiences and create a platform that would engage these communities. Since then, Fashions Finest has grown in interest not just within the Fashion communities but to the wider national and international community too.



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WHY TAKE PART?



Most designers take part in a fashion week for the following reasons:

- To increase their brands awareness
- To increase their profile
- To seek publicity
- To get some interest in their collection and label
- To connect industry professionals
- Attract buyers

The Catwalk

Designers participating on the runway receive a professionally organised and managed showcase, consisting of:

- Venue
- Professional models
- Styling, hair, makeup, nails
- Backstage dressers
- Front of house staff
- Rails, steamers, other backstage equipment
- Photographs



See where you will be showcased

<https://www.fashionsfinest.com/gallery>

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PROGRAMME

The AHO KURA-The Jeanine Clarkin School of indigenous Maori art and fashion design Programme

LEAD UP

A monthly (May-Sept) online info session and assistance as you prepare for London Fashion Week. AHO KURA provide a London cultural program so you can familiarise yourself with the some of the exciting exclusives arts and culture opportunities

IN LONDON

An exclusive Indigenous show in London with fashion industry colleagues and whanau produced by Fashions Finest on the 16th September show 7pm- 9pm. Be a part of an exclusive group of 10 international designers over 5 days where you have the chance to savour NZ hospitality and an opportunity to present your 12-piece collection. There is an opportunity for designers of accessories to collaborate with garment designers.

If this sounds like something you would love to be a part of please get in touch on the details below.

INVESTMENT

Investment includes

5 DAY AHO KURA PROGRAM

Aho Kura will host the group 13-17 Sept with these activities:

- Whakawhanaungatanga
- Powhiri by Ngati Ranana
- Visit to Museum
- Visit to Fashion School
- Photo shoot at an iconic London location

The costs to travel and stay in London is at your own expense and may varies depending on your requirements. It is suggested you arrive at least 3 days before the show in order to be well prepared.

The cost to show a collection is and be part of the he AHO KURA-The Jeanine Clarkin School of indigenous Maori art and fashion design programme - **£ 2500 GDP**

LONDON FASHION WEEK OFFSITE SHOW

Fashion Finest will coordinate the 16th September show , "Curated Indigenous Collection" hosted by Jeanine Clarkin with your 12-piece Collection.

- 7pm- 9pm Show and hosted exhibition sales and networking opportunity
- St John's Hyde Park, Hyde Park Crescent, London, W2 2DQ
- Includes models, styling team, rails, hangers, steamers
- FOH guest welcoming team, listing, social media promotion.
- Selection of catwalk photos, please note (we cannot guarantee specific shots).
- CIC video.

Please complete the enquiry form and we will contact you to discuss payment and details.

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