

# Designed to the nines

A look at the young fashion designers ready to paint the town red.

Jordan Tay says the outfit he designed in Resene Smashing is like a paintbrush stroke: bold and strong to start with, then tailing off with a flick. The 26-year-old Aucklander was inspired by memories of helping renovate his family home; with his design reimagining the wooden framing and exposed wires through the jacket and strong linear foundations in the pants.

“Having a know-how, can-do family, renovations were always going on around me,” Jordan says. “Our house was built in 1910 and my parents loved redesigning, so our house and property changed constantly. From digging up our yard to make way for new plants to smashing down existing walls, I was always asked to do my bit and help. Little did I know, this would become fashion inspiration.”

Each year undergrads in their final year at Whitecliffe Fashion Tech in Auckland and Wellington are tasked to design, make and present to judges a work of contemporary fashion in silk in an array of Resene fashion paint colours as part of their pathway to graduation. A panel of judges selects the top designs to hit the NZ Fashion Week catwalk. This year’s panel included Dame Pieter Stewart, founder of NZ Fashion Week, joined by Ruby General Manager Emily Miller-Sharma, Val Marshall-Smith founder of NZ Fashion Tech (now *Whitecliffe Fashion Tech*) and Resene Marketing Manager Karen Warman at the judging table.

For some of the students, it was less than five years ago when they

sewed their first stitch. Now they have presented their work to some of New Zealand’s fashion leaders.

Not only was this year due to celebrate the 20th NZ Fashion Week, it also marks the 75th year Resene has been at forefront of all things colour. While the judges were on the lookout for super current, cutting-edge designs, many of the looks include references to 1946 – the year Resene started doing business.

In the eight years that the Resene Colour of Fashion project has been in existence, more than 220 students of fashion have been given a highly visible platform. This year’s finalists are:

## Auckland

Sarah Browning  
Jessie Larking  
Shelly Michael  
Grace Ngametua  
Hannah Tawfeek  
Jordan Tay

## Wellington

Aeron Balmemio  
Leanne Challand  
Vorak Chylong  
Olivia Hix  
Geenah Hymers  
Sophia Latief  
Paula Logologo  
Elizabeth Robertson  
Ratha Sar  
Brenda Woods

Whitecliffe Chairman Feroz Ali and new owner of NZ Fashion Week says, “we treasure our long-standing partnership with Resene. Each year, the Resene Colour of Fashion project offers an incredible opportunity for students in the Whitecliffe Fashion Tech programme to showcase their skills.”

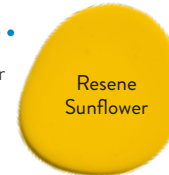
Resene Marketing Manager Karen Warman says the company loves giving creative young people a head start in their fashion



**left:** From left to right, dress in Resene Sunflower by Elizabeth Robertson, top and pants in Resene Mariner by Ratha Sar and cape and skirt in Resene Windfall by Vorak Chylong.

**right:** “Into the Light was the first time I ever worked in a large group to form a collection,” says AUT Fashion Design student Bo Min Cho, who created this garment inspired by Wes Anderson’s film, *The Grand Budapest Hotel*, and a palette of Resene Zorba, Resene Raptor, Resene Sidecar and Resene Cornflower. “Seeing everyone’s enthusiasm and talent were a great motivation for me. At the end of the day, it was nice to have teammates to rely on and support through the same struggles and successes.”

- Resene Mariner
- Resene Zorba
- Resene Sidecar
- Resene Windfall
- Resene Raptor
- Resene Cornflower



careers. “They immerse themselves in their Resene colour and produce a stunning contemporary look that celebrates the colour and their talent. We are thrilled the project this year marks our part in the country’s colour story, which started 75 years ago, and can’t wait to see all of the finalists colouring up the runway.”

But Whitecliffe’s isn’t the only fashion programme Resene supports. Second year students from Auckland University of Technology (AUT) also incorporate

Resene paints into a collaborative clothing design project. Working together, groups come up with a cohesive colour palette and concept before each designing and constructing a complete ensemble that fits within the capsule. The students are also challenged to make creative use of actual Resene products as part of their wearables. Some choose to screen-print it on to their fabrics, others use it to dye components or create an edgy splatter effect – but each manages to be unique in their approach and final result.

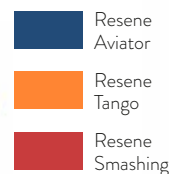
Earlier this year, *BlackWhite* editor Laura Lynn Johnston was in attendance for the AUT Year 2 Into the Light fashion presentation – the students’ first opportunity to see their collections on models – and was wowed by their creations.

“It was amazing to see not only the creative ways that the students used Resene paint in their projects but also how fashion forward and cohesive the colour palettes they had chosen were.

Some groups were absolutely in sync with the colour trends that we’ll be seeing in six to twelve months’ time, and even though each student designed a unique piece for their capsule, the Resene palette shared between group members really unified their work.”

**left:** From left to right, jacket and pants in Resene Aviator by Aeron Balgemino, dress in Resene Tango by Sarah Browning, top and pants in Resene Smashing by Jordan Tay.

**right:** Emerging fashion designer Jordan Tay and the silk ensemble he created in Resene Smashing.



“It’s been a tough time for everyone over the past 18 months, I was amazed at how resilient the students were considering the lockdown restrictions – especially the way they approached their design development and clever use of colour,” says Lyle Reilly, Senior Lecturer for AUT’s School of Art & Design. “Having the support from Resene for the Into the Light project has been so valuable; it’s encouraged students to take a few risks as they consider colour balance and combinations for contemporary fashion.

“Importantly, it showed that just because a particular fabric colour may not be available locally, it doesn’t mean they can’t dye or print their own. As a result, we are seeing fresh, exciting colour palettes being incorporated into their fashion work.” **BW**

To learn more about these exciting fashion programmes, visit [www.whitecliffe.ac.nz/fashion](http://www.whitecliffe.ac.nz/fashion) and [www.aut.ac.nz/courses/bachelor-of-design/fashion-design-major](http://www.aut.ac.nz/courses/bachelor-of-design/fashion-design-major).

View the full gallery of Resene Colour of Fashion designs online at [www.resene.com/colour-of-fashion](http://www.resene.com/colour-of-fashion).

