

## Fabric finds runway favour

By *Ellie Constantine*

Created 26/08/2010 - 05:55

Originally designed for durability and breathability in martial arts, Dunedin-designed Gimono fabric has been used to create objects of beauty for Air New Zealand Fashion Week.

The fabric, created by company directors Lavinia Calvert and Grant Scott with help from AgResearch Textile, is a wool-polyester blend which better meets the needs of martial arts athletes than traditional cotton-wear.

A martial arts enthusiast, Mr Scott had to put up with the heavy, moisture-absorbing, movement-restricting, traditional martial arts garments - gis - for too long.

He and Ms Calvert decided it was time to find something better.

After five years of full-time development, an answer was found in a material they have called "Fortitude".

It has the strength of polyester on the outside and the natural moisture wicking and temperature management of merino wool on the inside.

It has been used to make jackets, shorts and pants, and now Wellington fashion designer Alexandra Owen has created a fashion look from the fabric.

Her design, inspired by a 1900s film featuring a fencing duel, will lead the AgResearch runway show on the last day of Air New Zealand Fashion Week in Auckland next month.

Ms Calvert described the look as "clever" and "creative".

"It's very inspiring for us to see the fabric used to create such a beautiful garment."

*ellie.constantine@odt.co.nz*

Click photo to enlarge



<sup>[1]</sup> Brooke Anderson models an Alexandra Owen creation made from Dunedin company Gimono's Fortitude fabric as company directors Grant Scott and Lavinia Calvert watch on. PHoto from Gimono.

[Fashion & Beauty](#) [Dunedin](#)

© Allied Press Limited 2007. All the material on this page has the protection of international copyright. All rights reserved.