

Fashion Week

TVNZ Ondemand

Interview: Adrienne Whitewood

A recent graduate of AUT, Adrienne Whitewood was the Miromoda Emerging Runner-Up Designer. Adrienne's designs will feature during New Zealand Fashion Week.

tvnz.co.nz asked Adrienne to reveal what inspires her brand's look.

Where are you based?

Rotorua.

Who or what inspires your design aesthetic/look?

Maori art and Maori philosophies.

What can we expect from your collection?

A new aesthetic to Maori design.

Who would you like to see wearing your designs?

Professional woman who work in creative industries here and all over the world.

This year, Fashion Week celebrates its 10th birthday. Where would you like to be 10 years from now?

Have my own label and sell all over the world.

What's your fashion advice for Kiwi women?

Fashion fades style remains, Coco Chanel.

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