

iD Dunedin Fashion 2023

HIGHLIGHTS



iD Dunedin
Fashion Week

28 MAR - 2 APR 2023



dunedin
ambassadors



DUNEDIN
CITY COUNCIL

Association of
Dunedin
Businesses

dunedin

What a week!



The decision to return the 2023 iD Dunedin Fashion Show to the Dunedin Railway Station has been well and truly validated by the overwhelming positive feedback from audiences, designers, retailers and event partners.

The iD Show, held over two nights (Friday 31 March and Saturday 1 April) with 2,200 event attendees, combined ready-to-wear New Zealand fashion designers with the iD International Emerging Designers Awards finalists and winner announcement at the end of the show. The shows were sold out, one within just a few days of going on sale.

As well as the successful return of the iD Show to the Dunedin Railway Station, the week was full of other fashion events, including talks, workshops, exhibitions, tours and retail experiences. Associated events were very well attended, and audiences enjoyed the varied opportunities to meet designers and to hear insights into the fashion industry and its history – as well as the opportunities to shop! Over half of iD events were free to attend and reached a broad section of the community, plus visitors to the city.

The event survey has estimated a total economic impact from iD Fashion to the city at just over \$10 million. 40% of event attendees were from out of town and stayed an average of 2.4 bed nights.

Show Venue



The iconic Dunedin Railway Station did not disappoint, and the magic of iD was back on the impressive 120m long catwalk. Southern Lights made an investment in green technology, to ensure that the show used significantly less power than previous years and could reduce its carbon footprint. The upgraded LED lights from Southern Lights made a huge difference to the look and feel of the show and lifted it to a new level of professionalism, alongside the sound and AV screens supplied Strawberry.

Scaffold on the platform meant that some seating was impacted but this did not affect the audience. Dunedin Railways, Naylor Love and all tenants at the Station were positive about the return of iD to the Railway Station and worked with iD to ensure the week of set up ran smoothly. The Dunedin City Council Property team were very supportive of the event and provided a lot of assistance in the planning and set up week. There were a number of cruise ships to work around during the week but with excellent communication between all parties this ran very smoothly.

Designers



The iD Show included collections from a total of 48 designers. It is extremely rare to have this many designers collaborating and working collectively on a fashion show. Designers are selected via a professional selection committee with clear entry criteria being tied to sustainable creative commercial fashion. Selection is not connected to the designer having the ability to pay show production fees, a cost that can amount to tens of thousands of dollars at other major fashion events, and an element which often excludes new designers having the ability to communicate their designs to the wider public. Participation in the iD Awards and iD Show is free to all designers.

*Audiences were treated to Winter 23 collections in the first half of the show, and the second half included the boundary pushing designs from the finalists in the iD International Emerging Designer Awards. The first half included 23 established and new generations designers with a Dunedin connection, from Dunedin (11), Central Otago (3), Auckland (6), Wellington (1), Christchurch (1) and Canada (1). These designers included 13 Otago Polytechnic Alumni and 4 iD Awards Alumni. The 2023 designers were NOM*D, Company of Strangers, Mild Red, Charmaine Reveley, Carlson, Kahuwai, Moochi and Liz Mitchell showcasing full Winter23 collections. Presenting capsule collections from Central Otago, supported by the Russell Henderson Trust, were ReCreate, New Lands, and Margaret Wray. Additionally, Willmott-Dalton, su'mar, Jojo Ross, Vader, J. Bush and Kate&Frances also presented capsule collections.*

Alongside the established designers five Otago Polytechnic | Te Pūkenga graduates (George Park, Francesca Flynn, Finn Duffy, Russelle Ivan Tino and Sidney North) were selected to present collections.

iD Awards



The 2023 iD International Emerging Designer Awards had 128 entries from 33 schools across 14 countries. 32 finalists were selected in December 2022 with 25 travelling to Dunedin to participate in the event. Finalists came from New Zealand (8), Argentina (1), Australia (10), Taiwan (2), France (1) and UK (3). Most finalists travelled to Dunedin with partners, family and lecturers. Many lecturers (not just those schools with finalists) were in attendance and travelled to Dunedin to attend the iD Show and the International Foundation of Fashion Technology Institutes (IFFTI) Conference that followed on from iD.

*The 2023 judging panel consisted of Head judge Tanya Carlson (Carlson), Elisabeth Findlay (Zambesi), Amanda Linnell (Viva Managing Editor), James Dobson (Jimmy D), Charmaine Reveley (Charmaine Reveley), Margarita Robertson (NOM*d), and Tara Viggo (Paper Theory). Finalists presented their designs to judges at the Judging Day held at Tūhura Otago Museum on Thursday 30 March, and then showcased their collections at the iD Show.*

“It’s so wonderful to be back in the physical presence of our international and national entrants and there were so many jaw-dropping moments. The advances in technology and sustainability that we saw are right at the forefront of our next generation of designers.”
Tanya Carlson

iD Awards

The 2023 iD International Emerging Designer Award winners were:

Otago Polytechnic | Te Pūkenga First Prize (\$10,000) = Zong-Lin, Liang, Shih Chien University, Taipei, Taiwan



Well + Being Second Prize (\$5,000) = Tatjana Haupt, Institut Francais de la Mode, Paris, France



iD Awards

Property Broker's Third Prize (\$2,500) = Nuoqi Shen, RMIT University, Melbourne, Australia



Brand Aid Fashion Photography Award (\$4,000 branding package) = Niamh Dobson, Manchester Metropolitan University, England, United Kingdom



Viva Top NZ Designer (Editorial package) = Leonard Hill, Whitecliffe College of Art and Design, Auckland, New Zealand



iD Awards

Polson Higgs Entrepreneur in Design Award (\$3,500 business advice package) = Ethan Cruise, Te Pūkenga | Otago Polytechnic, Dunedin, New Zealand



Cooke Howlison BMW Sustainability Award (\$1,000) = Eden Me-tal, Fashion Design Studio, Ultimo TAFE, Sydney, Australia



Campaign for Wool Natural Luxury with Wool Award (\$1,000) = Dan Collings, Auckland University of Technology, New Zealand



Otago Polytechnic | Te Pūkenga People's Choice Award (\$500) = Anaclara Lijó Losinno, Universidad de Buenos Aires, Argentina



Over 1000 people voted for the People's Choice Award.

iD Show Attendees

2,200 people attended the iD Shows with an estimated 5,000 additional attendees over the full calendar of events.

20% of show attendees completed the event survey which was part of the digital programme. Key statistics include:

- 40% of attendees were new to iD
- 90% were female
- 65% of attendees between 35 – 64 years
- 27% of attendees from outside Otago
- 2.4 nights was the average length of visitor stays
- Total economic impact of event just over \$10m

The Regent Theatre was the main ticket retailer, and 1522 tickets were purchased via them. Their sale statistics show that:

- 58% of ticket purchasers were from Dunedin
- 28% of ticket purchasers were from other South Island
- 10% of ticket purchasers were from North Island
- 4% were international sales

AirNZ Grab A Seat sold 36 packages from Christchurch, Wellington and Auckland which included flights, accommodation at Fable Dunedin and front row show tickets.

Hannagan and Grieve sold 20 flight, accommodation and show ticket packages. This included guests from Perth and Wellington.

iD also reserved tickets for a number of groups to prioritise out of town attendees. This included the IFFTI delegation, 40 tickets for Villa Maria College from Christchurch and an Enterprise Dunedin famil.

"iD 2023 was our most successful retail weekend to date. The influx of mainly women specifically travelling to Dunedin to join friends and shop meant a fantastic turnover far greater than the usual sporting or music events. Feedback we received from customers about this years week was overwhelming positive, the most positive I've heard to date. They were delighted to be back at the Railway station and because there were also many events during the week they are adamant they will be back for the next one, but this time with more friends!" Sara Munro, Company of Strangers, iD designer and Dunedin retailer

Models



Model diversity was a key focus for iD in 2023 and an open casting was held at the end of 2022 to achieve this. 65 models were included in the show from 6 agencies, and many without agents, so not to exclude them having the opportunity to participate in the show.

iD was inclusive and celebrated diverse ages, ethnicities and sizes on the catwalk. Models ranged in age from 16 to 84 and included gold medal Paralympian Holly Robinson and The Hits radio announcer Petrina Roche, who talked about the build-up and her experience on the catwalk on air. This approach removed barriers and promoted a healthy image of what a model is.



Calendar of Events



As well as the iD Show there were 31 other events as part of iD Dunedin Fashion 2023. This included exhibitions, talks, fashion shows, tours, workshops and retail experiences. Over 50% of these events were free to attend making iD accessible to everyone.

Many external organisations added events to the iD calendar (free of charge) and iD promoted these on the iD website, database, in the ODT iD tabloid and on social media.

The most popular events reported in the event survey, after the iD Shows, were the Meridian Mall iD Pop Up Shop, the iD Dunedin Airport Exhibition and the iD Finalist Showcase at the Otago Museum.

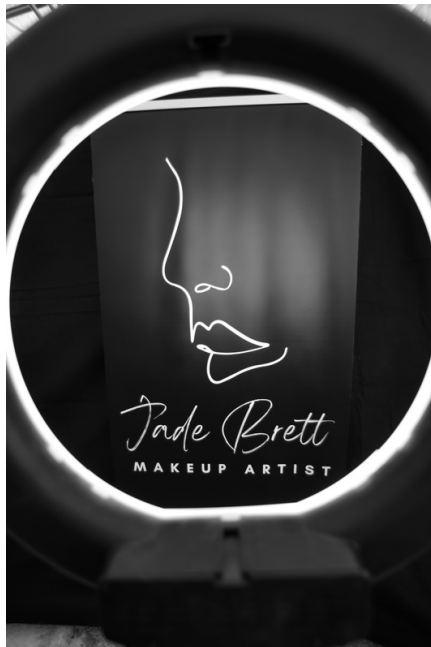


Funding

iD acknowledges that iD would not be possible without the generous support from our team of over 40 partners and funders. These are all listed at the end of the document.

The full iD budget including contra amounts is nearly \$600,000. iD is an expensive event to produce due to the long set up and lack of event infrastructure at the Dunedin Railway Station.

iD has many long-term funders and partners and are extremely grateful for their ongoing support.



Sustainability

iD took a proactive stance to waste minimisation and reducing the environmental impact of the event for 2023. This is the first year that iD has been able to commission an Event Waste Audit and worked with Fiona Clements from Res.Awesome. Fiona and a team of volunteers from Otago Polytechnic | Te Pūkenga sorted the waste post event. From 12 contaminated bins only two large sacks of waste went to landfill costing \$11 to dispose of. A full report from Res.Awesome will be provided in due course.

Southern Lights made an investment in green technology, to ensure that the show used significantly less power than previous years and could reduce its carbon footprint. This is an amazing improvement to stage a production of this magnitude using exclusively low power LED technology.

iD made significant steps to reduce waste by moving to a digital event programme. This was made possible with a grant from The Otago Community Trust and Dunedin City Council Arts and Culture Capability Building Fund. Instead of printing 2,200 event programmes the digital programme was accessed online through mobile phones at the event. Reporting shows that this was well used by event attendees, with 2,000 visits and 4,000 pageviews.

iD produced 2500 reusable cups for event hospitality. Guests were able to take these home with them if they wished to and reuse them. 900 were returned / saved from landfill in the waste audit and iD will store these to use for future events. Vault21 served the pre-ordered iD food boxes in cardboard for easy recycling. At backstage iD used crockery supplied by Res.Awesome for the model food which was washed between shows and eliminated the need for single use cups.



Education

Dunedin has a long and illustrious history of producing and shaping some of the country's best fashion designers and provides an influential platform for emerging fashion design talent. Through the Otago Polytechnic | Te Pūkenga School of Design, Dunedin has become the destination of choice for future designers looking for a strong foundation to flourish in the industry.

2023 offered a unique opportunity to relaunch the iD Show at the Dunedin Railway Station to many of the delegates at the IFFTI Conference, that was held following iD. This is only the second time in the past 20 years that this conference has been held in the Southern Hemisphere. Many of these delegates have been integral to the success of the iD Awards to ensure it is a true international competition.

Students and staff at Otago Polytechnic | Te Pūkenga had many roles during iD and the event offered opportunities for developing capabilities in many areas for these learners and the community, this included the School of Design, Hairdressing, Events and Sustainability. This included staff and students running the iD Awards judging day, dressers backstage at the iD Show, hairdressing students working with Aart on St Andrew to produce the hair looks, events students assisting with the event set up and front of house, a social media intern and students and staff assisting with the waste audit.

All Dunedin high schools were offered the opportunity for their NCEA fashion design students to attend backstage at the judging day for a firsthand look at the finalists collections. Many finalists and Otago Polytechnic | Te Pūkenga students and staff spoke to these students during the day. 40 fashion students from Villa Maria College in Christchurch attended the iD Show as a school trip and educational experience. iD would like to extend these unique educational opportunities during the week for future events.



Collaborations

One of the most important relationships for iD Fashion is the support provided by the Otago Polytechnic | Te Pūkenga. As well as a financial contribution, the organisation provides many contra hours through volunteers in a number of different areas for the event. iD greatly appreciates the expertise and contacts provided by the Otago Polytechnic | Te Pūkenga and acknowledges their ongoing support.

iD also worked closely with many event partners and designers to produce events and mutual opportunities during the week. This included:

- iD Pop Up Shop at the Meridian Mall : seven iD designers who do not have physical stores in Dunedin collaborated on the Pop Up Shop. The Meridian Mall provided the shop space at no charge and this was one of the most well attended events during the week.*
- Tūhura Otago Museum acted as a hub and hosted many iD events, including the iD Opening Event and the iD Awards Judging Day. They also hosted events from Liz Mitchell, Campaign for Wool, the iD Awards talk, Gin and Collections and tours of their fashion collection.*
- Many designers listed events as part of the iD calendar including Company of Strangers, Meg Gallagher, Moochi and Guild.*
- Many event partners listed events as part of the iD calendar including Aleph, Well + Being, Meridian Mall, Campaign for Wool and Fable Dunedin.*
- Dunedin City Council listed events via the Dunedin City Library and the Dunedin Public Art Gallery - this included a free Paper Dolls activity for children.*
- Inclusion of the Presbyterian Support Otago fundraising fashion show in the iD calendar of events.*
- Altrusa including their event 'The Stories We Wore' to the iD Calendar*

"iD Fashion encourages visitors to our city from New Zealand and beyond. Dunedin is known as a student city and a creative city, iD is a fantastic platform for these strands to come together. It is a brand that has been slowly built over time and brings people, life, and revenue into our city, in an event that is a wonderful fit with our city's own brand." Craig Scott, Head of Creative Services, Otago Museum

Collaborations

Promotion of iD Fashion to IFFTI delegates took place in the months leading up to both events. Many lecturers arrived in Dunedin early to attend the iD Show. This included lecturers from the following institutions:

- *Auckland University of Technology, New Zealand*
- *College of Creative Arts, Massey University, New Zealand*
- *College of Textiles and Fashion, Fu Jen Catholic University, Taiwan*
- *Curtin University, Perth, Australia*
- *Victoria University of Wellington, New Zealand*
- *Fashion Design Studio TAFE NSW, Sydney, Australia*
- *Fashion Institute of Technology, New York City, USA*
- *Institut Francais De La Mode, Paris, France*
- *Manchester Fashion Institute, Manchester Metropolitan University, UK*
- *North Carolina State University, USA*
- *Nottingham Trent University, UK*
- *Paris 1 Sorbonne, France*
- *Pearl Academy, India*
- *Royal Melbourne Institute of Technology University, Melbourne, Australia*
- *University of Otago, Dunedin, New Zealand*
- *Yoi Ohomai Institute of Technology, Tauranga*
- *Eastern Institute of Technology, Hawkes Bay*

Other collaborations that took place include:

- *A joint exhibition in the three Dunedin retail malls with Wild Dunedin promoting both events and sustainable fashion via outfits on display from three Otago Polytechnic | Te Pūkenga students*
- *Supporting the Otago Rally with their two international film crews and allowing them to film on the iD catwalk and interview guests to promote both events and Dunedin.*
- *Inclusion of the Eden Hore photography exhibition at Fable Dunedin with the Central Otago District Council.*

Volunteers

iD relies heavily on volunteers for many aspects of the event and this starts with the voluntary Board who are a small, dedicated team of fashion, governance and business professionals.

Other volunteers include:

- Otago Polytechnic | Te Pūkenga Fashion department:
 - Ākonga: all first, second and third years on the Bachelor of Design (Fashion), plus three fashion students from the Design post graduate courses
 - Kaimahi: five fashion kaimahi volunteered on various events during the week
- Otago Polytechnic | Te Pūkenga Events department (4)
- Otago Polytechnic | Te Pūkenga Hair department (8)
- Otago Polytechnic | Te Pūkenga Sustainability department (6)
- Otago University students and staff for event set up and ushers (17)
- Rotary event set up and ushers (2)
- Aart on St Andrew hair team (10)
- Jade Brett Makeup team (12)



Marketing

iD was fortunate to receive funding from the Dunedin City Council Regional Event Fund to go towards the marketing of the event. This was utilised by investing in an event Publicist and Social Media Manager to oversee the marketing plan.

Event marketing executed via the official media partner NZME has been valued at over \$180,000 and included:

- *Viva print advertising*
- *Viva weekly eDM inclusion (671,308 sends, 283,365 opens)*
- *Viva online digital advertising (544,140 impressions)*
- *1,320 radio commercials with The Hits and Coast FM, focusing on Christchurch south*
- *Digital audio on iHeartRadio (400,159 impressions, 98.9% listen rate)*
- *In show radio content with The Hits Dunedin and The Hits Drive Show (national)*
- *National radio promotion to win a trip to Dunedin that was supported by Dunedin Airport, Fable Hotel and Mild Red*
- *The Hits social media promotions and ticket giveaways*
- *The Hits open casting promotion*
- *Auckland OOH Billboard advertising Viva iD livestream*
- *Viva live stream of the sold out Friday show with over 600 people tuning in to watch*
- *Viva talk Q&A with Viva Editor Amanda Linnell and Elizabeth Findlay (Zambesi)*

iD set aside front row tickets to ensure out of town guests could experience the best of iD Fashion. This included:

- *IFFTI conference attendees*
- *Grab a Seat packages*
- *Hannagan and Grieve travel packages*
- *Verve magazine competition (Auckland)*
- *WOMAN magazine competition (national)*

Other local ticket promotions included:

- *Meridian Mall Dunedin Look promotion*
- *iD social media giveaways*
- *The Hits Dunedin listener giveaways*
- *ODT VIP experience*

Other event promotions included:

- *iD street poster campaign*
- *Digital posters*
- *Dunedin Airport iD designer exhibition*
- *Online event listings*

Marketing

Enterprise Dunedin supported iD Fashion and included iD in:

- *DunedinNZ Facebook and Instagram pages*
- *Airport Events Campaign*
- *Stuff digital brand display*
- *OUSA Orientation Tent city*
- *Student/Parent Digital Campaign*
- *Dunedin NZ Website inclusion on events page*
- *Dunedin NZ travel trade hub inclusion on events calendar*
- *Stuff South Island Travel Guide insert for March*
- *ODT South Publication editorial and images*
- *Avenues Magazine editorial content*
- *1964 Magazine, full page brand advert highlighting events campaign*
- *Hosting a famil with industry professionals during the event*

iD partnered with the Otago Daily Times to produce the official iD tabloid and 25,000 of these were included as an insert with the newspaper the week prior to the event. This included the full week calendar, designer and finalist profiles, event showcases and behind the scenes editorial. The Otago Daily Times also supported iD with a competition for readers to win a VIP iD Experience that many of iD's partners and designers got on board with. 1744 entered the competition which was promoted with print and online advertisements.

Website idfashion.co.nz

iD made a number of updates to the website which included new formats for the finalist and designer profiles and the hosting of the show digital programme. There were over 10,000 visits over the month of the event and 26,000 page views. 81% of web viewers are from New Zealand, 6% are from the UK and 4% are from Australia.

Email Marketing

iD has 7,854 subscribers on the iD email marketing database. This has been added to over many years and mainly consists of people who have attended past iD events and past designers and finalists. 10 iD newsletters 'iD INSIDER' were sent in the lead up to iD Week and many promoted partners, associated events and participating designers. The top locations for subscribers are Dunedin, Auckland and Christchurch.

Media

The Friday night iD Show had 40 media in attendance. This included hosted media, ODT, DnTV, Getty Images, reporters, photographers and film crews.

iD hosted five publications which included covering flights, accommodation and show tickets for:

- *Josie Steenhart, Editor, O3 Magazine*
- *Lisa Potter, Editor, FashionNZ and The Beauty Book*
- *Tyson Beckett, Style Writer, Stuff (incl Ensemble)*
- *Sarah Stuart, Head of News Styling, Discovery*
- *Caitlan Mitchell, Publisher, Apparel Magazine*

There has been some incredible event photography and video coverage, including:

- *Seen in Dunedin*
- *Viva*
- *Getty Images*
- *CH39 video*

iD was mentioned and filming took place Friday pre-show on the catwalk from the Otago Rally TER film crews and DirtFish Media (Australia), set up via Enterprise Dunedin.



Social Media

iD had great responses on social media for 2023. Reels and still content that captured the authentic 'behind-the-scenes' experiences of iD gained the best response from our audiences on both Facebook and Instagram.

Instagram 5,640 followers

For the month of the event:

- Post reach 21.3k
- Engagement 11.7k.
- Top performing posts for reach and highest likes were both reels
- Highest comments was the People's Choice award announcement
- Stories reached 3.1k
- Increase across all metrics

Top-performing organic posts

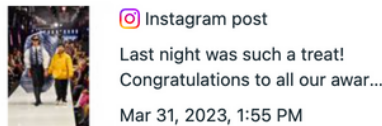
Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



This post reached **435%** more Accounts Center accounts (5,484 Accounts Center accounts) than your median post (1,026 Accounts Center accounts) on Instagram.

Highest likes on a post ⓘ



This post received 507 likes.

Highest comments on a post ⓘ



This post received **1,400%** more comments (15 comments) than your median post (1 comment) on Instagram.

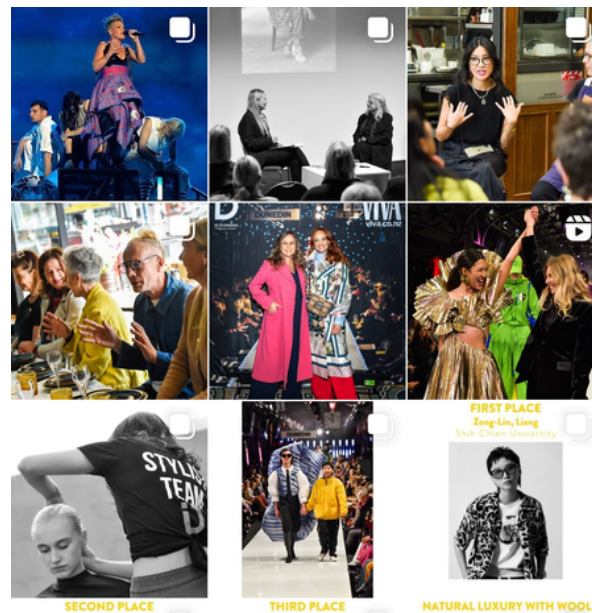
9:26

iddunedinfashion 9+

 811 Posts 5,640 Followers 1,889 Following

iD Dunedin Fashion
Design & fashion
Celebrating the future of global fashion alongside Dunedin's most iconic designers since 1999 🌐
Dunedin, New Zealand
www.idfashion.co.nz

Professional dashboard
12K accounts reached in the last 30 days.



Social Media

Facebook 9,600 followers

For the month of the event:

- Reach 26k
- Page visits 7,5k
- Images had a much greater reach than video content (opposite of Instagram)
- Top performing post for reach and reactions was the wrap-up reel of the Friday finale
- Facebook is still very useful for sharing event and partner content

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Last night was such a treat!
Congratulations to all our awar...

Mar 31, 2023, 1:55 PM

This post reached **472%** more Accounts Center accounts (6,853 Accounts Center accounts) than your median post (1,198 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Last night was such a treat!
Congratulations to all our awar...

Mar 31, 2023, 1:55 PM

This post received **1,107%** more reactions (181 reactions) than your median post (15 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Barb and Janet Designer Wear
Sale 🛍️ Barb and Janet have...

Mar 22, 2023, 10:00 PM

This post received 32 comments compared to your median post (0 comments) on Facebook.

THANK YOU FOR YOUR CONTRIBUTION TO
THE SUCCESS OF iD 2023.

All images Chris Sullivan, Seen in Dunedin, @chrissullivan1960

Thank you to our 2023 team

PREMIER FUNDER

Dunedin City Council

PRINCIPAL PARTNER

Otago Polytechnic | Te Pūkenga

ELITE PARTNERS

Aart on St Andrew

Dunedin Airport

Naylor Love

Viva

SUPPORT PARTNERS

Cooke Howlison BMW

Fable Dunedin

Meridian Mall

Well + Being

Strawberry

Crombie Lockwood

Quartz Reef

Rockburn

Campaign for Wool

ODT

Southern Lights

Property Brokers

SUPPLIER PARTNERS

Aleph

Davines

Jade Brett Makeup

KiwiRail

NZME

Polson Higgs

The Hits

On Top Backpackers

Tuhura Otago Museum

Dunedin Public Art Gallery

Lyre's

LÁffare

Brand Aid

Fresh Choice Roslyn

Vault21

Ocho

Sandymount Distillery

McMillan & Co

ResAwesome

FUNDERS

Callis Trust

Dunedin Casino Charitable Trust

Otago Community Trust

Russell Henderson Trust

Bendigo Valley Foundation

The Lion Foundation

CLUB COUTURE

Thank you to our Club Couture members

iD BOARD

Dr Margo Barton, Co-Chair

Sally McMillan, Co-Chair

Charlotte Carr

Dr Jane Malthus

Tanya Carlson

Tara Viggo

Tracy Kennedy

Tess Brais-Laflamme

EVENT MANAGER

Victoria Muir

PUBLICIST

Hannah Molloy

SOCIAL MEDIA

Pippa Dold

Molly Marsh

CREATIVE, GRAPHIC, WEBSITE

& AV DESIGN

Luke Johnston, BrandAid

2023 iD IMAGE

Designer and Creative Director, Niamh

Dobson, Manchester Metropolitan

University, England, @niamh.j.design

Photo by George Hood, @Georgeshood

BACKSTAGE

Manager, Barbara Power

Model Caller, Kat Corry

Backstage Assistant, Sophie Davis

Dressers, Ākonga and kaimahi from

Fashion at the School of Design, Otago

Polytechnic | Te Pūkenga

HAIR

Aart on St Andrew Team:

Esther Luscombe

Holly Spence

David Hollick

Annabelle Latta

Tansy Mogensen

Vicky Taylor-Blair

James Sciascia-Bland

Eva Tindall-Morice

Karen Murray

Jade Freeman

Assisted by Otago Polytechnic

Hairdressing Students

HEAD MAKEUP ARTIST

Creative Director and looks

designed by Jade Brett

MAKEUP PRODUCT

Aleph Beauty

Emma Peters, Director

Bex Stone, Sales Manager

MAKEUP TEAM

Emma McDonald

Alex McDonald

Shanae Barton

Ciara Fitzsimons

Arabella Jean Thomlinson

Daria Taylor (Christchurch)

Ciara Mare

Briana Clarke (Christchurch)

Jemma Thompson (Queenstown)

Makeup by Sharnye (Christchurch)

MAKEUP ASSISTANTS

Jaala Baldwin

Ella Brett

COMPERES

Laura McGoldrick, The HITS

Callum Procter, The HITS

Patrina Roche, The HITS

Thank you to our 2023 team

PRODUCTION

Show Caller, Amanda Milne
Sound & Visual, Strawberry
Lighting & Staging, Southern Lights
Scaffolding, Brazier Scaffolding
Hire Equipment, HirePool

OFFICIAL EVENT PHOTOGRAPHER

Chris Sullivan, Seen in Dunedin

AWARDS MUSIC SELECTOR

Danny Brady

MODELS

Models supplied by:
Aart Model Management
Ican Agency
Monarch Models
Portfolio Model Agency
Silver Fox
Unique Model Management
And those from the open casting
that are not with an agent

DESIGNERS

Amber Bridgman
Charmaine Reveley
Donna Tulloch
Elisabeth Findlay
Finn Duffy
Francesca Flynn
George Park
James Bush
Jamie Richards
Jojo Ross
Jonty Blakely
Kate Pierre
Liz Mitchell
Margarita Robinson
Marielle van de Ven
Natalie Newlands
Roz Willmott-Dalton
Russelle Ivan Tino
Sara Munro
Sidney North
Tanya Carlson
Tess McCone

iD AWARDS JUDGES

Tanya Carlson, Head Judge
Amanda Linnell
Charmaine Reveley
Elisabeth Findlay
James Dobson
Margarita Robertson
Tara Viggo

iD AWARDS FINALISTS

Anaclara Lijó Losinno
Beibei Li
Canwen Zhao
Charly Thorn
Dan Collings
Eden Me-Tal
Ellen Ross
Ellie McFadden
Ethan Cruise
Fenella Sugianto
George Smart
Holly Burns
Ivy Whiteman
Jedda Bahloo
Leonard Hill
Niamh Dobson
Nuoqi Shen
Pei-Wen Jin
Samantha Saint James
Sheetol Chawla
Tatjana Haupt
Vorakvong Chylong
Yasmin Jade Fraser
Zheyi Ruan
Zong-Lin, Liang

FRONT OF HOUSE

Food & Beverages, Vault21
Event Security, SPS Security
Cleaning, WannaClean

SET UP & USHERS

Co-ordinator, Teri Higgins

TICKETING

Regent Theatre

SUSTAINABILITY CONSULTANT

Fi Clements, ResAwesome

A special thank you to all of the event volunteers, the waste audit volunteers, the Dunedin City Council Property Team and the tenants at the Dunedin Railway Station