

Fashion Hall of Fame

Lorraine Hall Morison's new autumn/winter range combines natural fibres with a timeless and eco-friendly aesthetic.

Layering easy to wear sophisticated separates is a key look for Lorraine Hall Morison's 2010 autumn/winter range.

But more importantly, the new Hall range fuses together four key strands of the Masterton based designer's business philosophy - being New Zealand made; designing stylish clothes with longevity in mind; using natural fibres and catering for sizes from XXS – 4XL.

"I think women are becoming increasingly conscious about where their clothing is made, where the fabrics are sourced and of course if their purchases are going to withstand the test of time," says Lorraine, who in 2008 established Hall a contemporary label that is becoming synonymous with enduring style and quality.

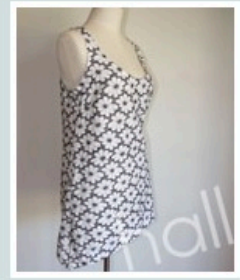
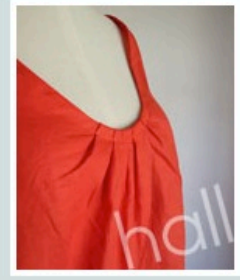
"I want to help women avoid that frustration and let them know Hall is a proudly New Zealand made company using natural fabrics that are designed to fit and flatter the body, look stylish and last several seasons."

Each Hall garment is designed with longevity in mind. Lorraine not only places a high priority on sourcing natural eco friendly fabrics such as merino wool, organic cotton, bamboo, silk and linen; but her XXS to 4XL size range means Hall garments suit those with a petite figure as well as those with ample curves.

"This has been a big factor in the growing success of the label and I think women want to buy quality made New Zealand garments which are intended to out live the current fashion of the day," she says.

This autumn's range features cowl neck merino tunics and long merino dresses in shades of grey which can be layered under with cotton rich Hall basic t-shirts in warm shades of salsa, coffee or petrol. Fine stripes in taupe and black add a nautical touch while a large gold cross featuring printed words that weave together the story of her great grandfathers – both inspirational figures in Lorraine's life – feature on many of her designs.





"My new range is all about layering for the cooler months," she says. "There are several sophisticated separates that can either be worn together or be mix and matched with existing pieces in people's wardrobes."

Lorraine, who in 18 months has bucked the recession trend by increasing her number of stockists from three to 16, remains fiercely loyal to the local cutters, machinists, screen printers and graphic designers who have supported her from day one. She is determined to retain her exceptional standard of quality by keeping Hall designed and made in New Zealand.

In keeping with her eco-friendly principals Lorraine also reuses her fabric off-cuts from production and gifts them to King St Artworks in Masterton along with materials such as plastic fabric rolls.

"Rather than dumping all the waste I prefer to give it to the art students so they can create something new with it or recycle it in some way. Either way I think it's a win – win situation," she says.

To get an up to date list of Hall stockists or to view Lorraine's latest designs visit www.hallnz.co.nz