

# Hall Works opens new outlet

By KATIE FARMAN

Wairarapa fashion label HALL will open its own dedicated working studio and in-house outlet store in Carterton this week.

The contemporary label, created by Masterton-based designer Lorraine Hall in 2008, is known for its stylish pieces made out of natural fibres. Until now it has been available solely in boutiques around the country, but from this

week end-of-lines, over-runs, samples and seconds will be available to members of the public in an outlet store which will sit alongside a large professional working space where Hall can design and carry out wholesaling duties.

“Up until now I’ve been designing and wholesaling from my family home, but the business has grown faster than I predicted so to have this fabulous new professional workspace here in Carterton is great,” Hall told *Wairarapa News*.

Hall Works is nestled between Red Moa art gallery, Bambinos

Cafe and second hand store Verity in High St. Hall said she chose the space after it was recommended by a friend and Carterton-based textile artist Alison Norris-Baber of the label Agnes Coy.

“It’s got great natural light, is a large area and sits really nicely with the neighbouring businesses,” she says.

“I also think it’s good for the area. I think Hall Works will add to Carterton’s growing reputation

as a cultural hub which supports artists, sculptors and designers. In the long term if High St becomes like Jackson St in Petone with its old buildings full of funky and quirky stores, I think it would be

wonderful.”

While Hall has spent the last few weeks fitting out the space in keeping with her sustainable business principles, she is also looking further ahead. She hopes to engage a pattern maker and sample machinist in-house to work collaboratively on her seasonal ranges which cater for sizes 10 to 24 (XXS to 4XL) and

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Lorraine Hall  
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**New crib:** Masterton fashion designer Lorraine Hall in her new working studio and in-house outlet store in Carterton.

that are made out of fabrics such as merino wool, organic cotton, bamboo, silk and linen. In addition she is hoping to employ a retail assistant.

“It’s always been important to me to create beautiful garments that are designed to fit and flatter the body, look stylish and last several seasons,” she says. “With Hall Works based here in the Wairarapa, I hope I can spread

my design philosophy even further.”

Even though Hall Works will have its invite-only official opening in March, the doors will open to the public every Friday, Saturday and Sunday starting this week.

■ Visit [hallnz.co.nz](http://hallnz.co.nz) or visit Hall Works, High St Carterton (open from 10.30am).