

Busy designer sponsors fundraiser

By KATIE FARMAN

Wairarapa-based designer Lorraine Hall is one of the sponsors behind this week's Project Born, a fundraiser for the Neonatal Trust (New Zealand).

Ms Hall, who in 2008 established HALL a contemporary label that is becoming synonymous with enduring style and quality, says she is thrilled to be a bronze sponsor for the event being held in Wellington on November 18 and 19.

"Project Born is a high-end lingerie fashion show, which includes dance, drama, music, and amazing

creations from Weta Workshop," said Ms Hall, who will also be donating to 600 goodie bags.

"With 100 per cent of the ticket price going directly to the Neonatal Trust (New Zealand), which supports the parents of this country's smallest and sickest babies, it's a trust I am proud to support."

Ms Hall said as an aunty of premature twin babies the Neonatal Trust is dear to her heart.

Project Born is based on a fundraising idea conceived and developed over several years by trustee, Michael Meads.

Presented by Weta Workshop and

Mojo Coffee, the show, which will feature the lingerie of Elle Macpherson, Womama and Pleasure State, will be held at Mojo Coffee Central, Shed 13 on the Wellington Waterfront.

Ms Hall said her support for Project Born follows a busy few months expanding her New Zealand-made label.

After participating in last month's fashion show in Greytown, which doubled as a fundraiser for Greytown Kindergarten, she was recently involved in a fashion shoot with Wellington-based lingerie company Womama.

She is now preparing to open Hall Works, a sustainable working studio with an in-house outlet store in Carterton in the New Year.

"I design stylish clothes with longevity in mind; using natural fibres and catering for sizes from 10-24," she said.

"Hall Works will be an extension of those philosophies, being eco-friendly and applying sustainable business practices."

Ms Hall said the studio will be on Carterton's High St, nestled between the new Red Moa art gallery and Bambinos Cafe.

It will be a fabulous creative space for her to design the latest fashion ranges using fabrics such as merino wool, organic cotton, bamboo, silk and linen, as



Style: Lorraine Hall is ready to open a new fashion studio in Carterton.

well as selling end-of-lines, over runs and seconds, she said.

Ms Hall designs and sells from her family home, but is looking forward to creating a professional working space.

She will also have room to engage a pattern maker and sample machinists in-house as needed each season.

"With women 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, 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.

"With Hall Works based here in the Wairarapa, I hope I can spread my design philosophy even further."

■ For more information visit hallnz.co.nz or projectborn.co.nz