



# NA'ALEHU THEATRE

Date: August 29, 2022  
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FOR IMMEDIATE RELEASE

**First Ever, Aloha Shirt Festival and Fashion Week Hawai'i Comes To Kailua,  
Kona**  
*Sustaining Hawai'i's Wearable Arts and Environment*

Na'alehu Theatre announces the 1st annual Aloha Shirt Festival and Fashion Week Hawai'i being held at the Outrigger Kona Resort and Spa from Thursday, October 13th to Saturday, October 15<sup>th</sup> 2022 from 10am to 10pm daily.

The Aloha Shirt Festival is a venture in hospitality bringing both traditional and contemporary wearable arts together to share a moment in time celebrating Hawai'i's contributions to the fashion industry.

The event will offer vintage 'aloha wear' exhibits, sales and appraisals, music and entertainment, an exciting fashion runway featuring vintage and repurposed clothing showcasing local designers, fashion collections and wearable art designs, traditional and cutting edge workshops, pop-ups, presentations, hair and make-up shows, tasty local and vintage food and beverage, and manta watching!

Tickets \$10 to \$300 (all inclusive) available at: [www.AlohaShirtFestival.com](http://www.AlohaShirtFestival.com)

"Fashion Week Hawai'i seeks to share knowledge of Hawai'i's traditions, connection to and the desire to preserve, embrace and protect the environment. By bringing together global resources and environmental and cultural campaigns we can strive to make the local industry more sustainable", stated Chelle Pahinui, Executive Director of Na'alehu Theatre.

"The Aloha Shirt Festival strives to influence global resort wear trends for the current and upcoming fashion seasons", stated Fashion Week Director, Swan Elliott, Director of Focus International Hawai'i, Model & Talent Agency.

"Recognizing the overwhelming inspiration Hawai'i provides, we welcome others

who are also stirred by the beauty, culture, environment, and the “Spirit of Aloha” to attend this event.

Using both an in person and digital platform the event will feature exclusive multimedia content with elements of the event available to both the public and trade audience globally to enable collaboration and bring together fashion, culture and technology.

“We are very thankful for the generosity and commitment of our partners, suppliers and supporters on this first annual event.” Pahinui shared.

Official Partners: Outrigger Kona Resort and Spa, Sustainable Coastlines Hawai'i, Focus International Hawai'i, Model & Talent Agency, Big Island Beauty Academy.

Official Suppliers: Koloa Rum

Official Supporters: Hawai'i Tourism Authority, Hawai'i Island Visitors Bureau, and the County of Hawai'i.

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