

INDULGE

a shot at

fashion

James Hargest pupil Arika Tane, 17, was at Fashion Week, in Auckland, last week. **Craig Lawson** finds out why.

THERE is more to the glamour world of fashion photography than just point and shoot, an Invercargill teenager discovered at the Air New Zealand Fashion Week.

James Hargest pupil Arika Tane, 17, won a photography competition, giving him the opportunity to photograph at Fashion Week, in Auckland last week.

His first day of shooting was last Tuesday when he attended six fashion shows in one day.

Starting at 9am to attend the first show, Tane said he was feeling excited but nervous and arrived to find it was not what he expected.

"I thought it would be real fast; turn up and the models start walking," he said.

However, he spent time setting up with 30 other photographers to battle it out for the best position.

"The first show was real cramped, with about 20 centimetres to move," he said.

Being squashed in a small space did have its moments with one lady falling off the photographers pit – a 1-metre fall.

"But all she was worried about was her camera," Tane said.

On his first day he also discovered the golden rule of fashion shows – they run on their own timetable, with some shows starting an hour late.

"You are having to stand in the pit for ages and (it) was so hot with all the lights beaming," he said.

"But when the show starts I feel pumped."

Zambesi was his favourite show of the week, which featured a massive 5m high video backdrop on the catwalk, showing the models as they walked down the runway.



Budding photographer: Arika Tane is back in Invercargill, after winning the opportunity to photograph at Air New Zealand Fashion Week. Photo: ROBYN EDIE 148496

The photographers had to deliver their two best pictures each day to a panel of judges.

Each of the four days were long, starting at 7am and finishing at 11pm. Tane then had to choose and edit his two best photos, which could take him through to 1am.

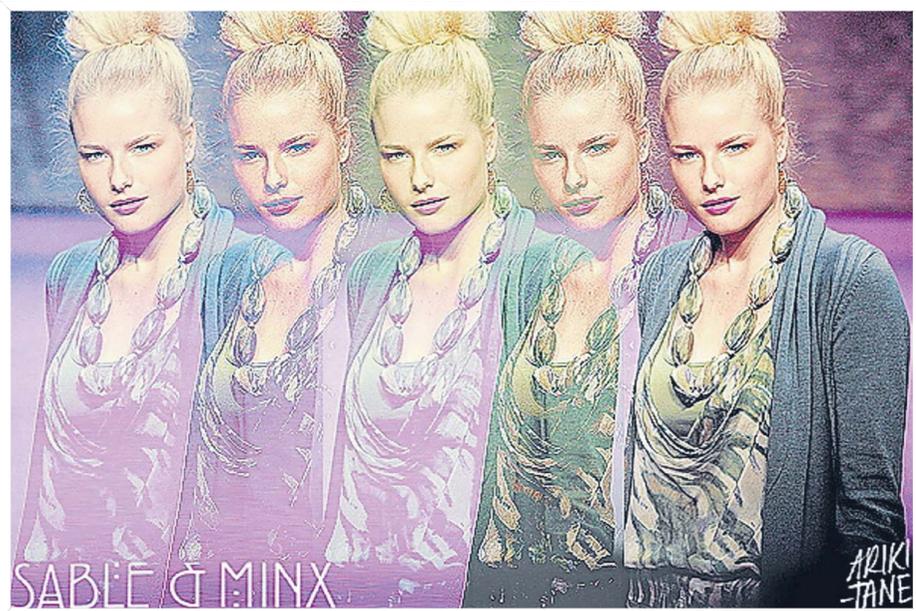
However, he found the experience rewarding and it has motivated him towards a career as a photographer, he said.

"It was just awesome and am totally glad I took the opportunity."

The competition, run by Sony, gave 15 budding photographers the chance to shoot at Fashion Week.

Tane is awaiting the judges decision and is in to win a Sony Alpha camera package worth \$2500 and a \$3000 tertiary scholarship.

The art of fashion: A photo Arika Tane took, then edited, on his first day at Air New Zealand Fashion Week.



q&a

Q What inspires you?
A Music, fashion, pop culture, artists (i.e Andy Warhol, David Hockney).
Q What fashion trends had everybody talking at Fashion Week?
A Lots of lace, especially in dresses and tops. Also two tones – Sable and Minx had a dress which was black and purple joined in the middle.
Q Where do you see yourself in 10 years' time?
A Hopefully working somewhere overseas for a high-end magazine such as Vogue or Harpers Bazaar. I would also like to get into the music video industry – directing music videos for music artists – that would be an awesome goal to achieve!
Q When did you start photography, why did you start?
A I started seriously focusing on photography at the start of this year. I found it a really interesting form of art and really enjoy the creative process that goes into each photo.
Q Your favourite models and who would you want to photograph?
A I would love to photograph Chanel Iman, Coco Rocha, Cole Mohr, Sasha Pivovarova.

trend alert

Fashion reporter **Craig Lawson** brings his best-of-the-best trend alerts.

FASHION designer Trelise Cooper continues to inspire and lead the fashion pack – and the fashion pack just loves to follow. The leading lady of fashion showed a truly dynamic collection at Air New Zealand Fashion Week but still kept her trademark ruffles and frills. Her designs featured sequins, floral prints with beautiful detailing on layers of soft fabrics. The standout trend from her collection was the bright-coloured leggings, and these can be incorporated easily into any summer wardrobe. Under skirts or shorts, bright leggings can be worn to give many different styles, and will add a touch of style to any outfit. As always, splashes of colour were everywhere on the catwalk display of her latest collection. Once again proving to be the diamond of New Zealand fashion because she made that catwalk sparkle!



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