



MEDIA RELEASE – FASHION WEEK

Embargoed until 29 August 5.00pm

Andrea Moore partners with the Royal New Zealand Ballet on the Fashion Week catwalk to debut new Fitness and Swim ranges

The Royal New Zealand Ballet (RNZB) has created a special performance to showcase top NZ Designer Andrea Moore's new fitness and swim wear ranges that debuted on the Fashion Week catwalk this evening.

Eight of the RNZB's dancers graced the runway, wearing the new fitness range, alongside Andrea Moore's models and a group of health and fitness social influencers – showcasing and celebrating many different female forms.

Andrea Moore said, "I was inspired to approach the RNZB after seeing Sergei Polunin's performance in "The Dancer" and the "Take me to Church" music video. The strength, beauty and commitment of ballet dancers to their art is very inspirational for me. It is such an honour to be doing a co-lab with RNZB."

Patricia Barker, RNZB Artistic Director said, "It was incredibly stimulating for our dancers to collaborate with Andrea Moore, showcasing a range of clothing designed to enhance their physical capabilities and athleticism, and to present new choreography by RNZB dancer Shaun James Kelly created exclusively for the runway audience."

A much sought after, long-standing fashion brand, Andrea Moore is known for her signature use of colour, original prints and for celebrating the individuality, strength and creativity of all women – their "everyday super heroes".

Andrea Moore's new fitness range was created in response to the ever growing active wear-market. Moore brings her signature style to the category - bold prints, high quality fabrics and flattering cuts – designed especially for New Zealand women. The ranges are available for pre-order on andreamooreboutique.com and will be in stores on 15 October.

The collection comprises of 10 activewear and 7 swimwear styles – featuring striking floral and animal prints and icons. The first collection will be strictly limited and ranges from \$99 to \$239. Like all the Andrea Moore clothing, each print has been individually designed inhouse, giving customers the utmost quality and integrity in their garments.

When creating the new lines, Andrea was once again inspired by the women she designs for – wanting to celebrate their uniqueness and empower them through colour and form flattering cuts.

Andrea Moore said, "Encouraging women to be bold, push the boundaries, and have fun with fashion is at the heart of our business. We want our customers to feel special, confident and most importantly - empowered. With the launch of our new fit wear range, we're extremely excited to see women reach new heights in AM fit - whether this be



anything from running their first half-marathon to picking up the kids from school in record time.”

Moore continued, “Patterns and colour are our strength and we’ve flowed this through the new collections, coupled with easy shapes, simple blocks, attention to detail and quality fabrics and construction. The result is a bold, strong, feminine collection.”

The show also featured the Andrea Moore Autumn/Winter 18 collection “The Pursuit” that includes an eclectic mix of delicate Japanese lace, textures and shapes. The crane is a key icon of the collection – a symbol of strength, peace, hope and determination. Models were adorned with beautiful hair jewels by [Kela Charms](#) - the world’s first non-slip hair jewellery. The Australian Brand designed special charms especially for the show. The incredible Swarovski Kela limited edition charms that adorn the Royal New Zealand Ballerinas equal a value of \$45,000. With one of the AM models wearing a basket weave designed hair style worth \$15,000 alone the show will see all of Andrea’s Models wearing a total of over \$100,000.

“The design muse for me at the moment is the Orient and this collection explores this theme some more . “The Pursuit” is based around a couple of conflicting themes and historical nuances – the Orient Express – Agatha Christie - think lush velvets, jewel tones, mystery – and the Crane – which is often called the bird of Happiness or the good luck bird. Elegant shapes, fly away silks, embroidered crane motifs, Swarovski crystals on silk lurex - all wrapped up in a luxe jewel toned, textural collection. We are presenting this look in a co-lab with Kela Charms – building on the luxe texture by adding pearl charms into the hair”, said Moore.

Andrea Moore also presented the Autumn/Winter I AM collection, designed by Jacenta Kwan. The AW18 range is entitled “Elaborate Jungle” and is filled with stand-out prints of tropical leaves, cheetahs, tulips and embroidered butterflies. The colour palette features lush bottle greens, dark navies and pops of berry and lime throughout in easy to wear styles all designed to mix and match making for effortless dressing.

This spectacular showcase comes off the back of a year of sustained growth for the business, following their successful capital raise via Snowball Effect in 2016. Since then Andrea Moore has launched their diffusion range I AM, opened a new store in Takapuna and this month they will open two new stores – in Wellington (Victoria Street) and Christchurch – in the new shopping precinct, The Crossing, that will also house retail giants H&M and Zara. Andrea Moore also makes their debut in David Jones this month, capping of an incredibly industrious period for the business.

- ENDS -

Contacts

For more information regarding Andrea Moore and images please contact:
Isobel Kerr-Newell: isobel.kerrnewell@saatchi.co.nz / 027 886 0140

For more information regarding the Royal New Zealand Ballet, please contact:
Jeremy Brick: media@rnzb.org.nz / 021 2444 450

For more information regarding KELA, please contact:
Janna Miccio: janna@kelacharms.com / +61421 809 472

Notes to editors

Thanks to Andrea Moore New Zealand Fashion Week partners and sponsors – The Royal New Zealand Ballet, KELA Charms, Braun, Smashbox, Joyco, Nicholson print and Next Generation.



The Royal New Zealand Ballet dancers performing in the Andrea Moore show were Sarah Garbowski, Rhiannon Fairless, Katherine Minor, Marie Varlet, Yang Liu, Tonia Looker, Loughlan Prior and Emanuele Chiesa.

About Kela

KELA brings you the world's first non-slip hair jewellery. After Three years in the making, Australian born KELA has launched their uniquely designed patented technology, making them the innovators in hair accessories across the globe. KELA brings a solution to hair styling and infinite possibilities that enable new heights for hair presentation from every day to Runway and anywhere in-between.

KELA in collaboration with Andrea Moore at NZFW will launch the brand into the NZ market as well as showcasing to the world what is now possible on the runway. Models, Influencers and Royal New Zealand Ballerina's alike will have uniquely designed hair styles featuring existing and limited edition Swarovski KELA charms. The limited-edition charms were designed with inspiration from Andrea's collection. Complementing the rich tones and elegant textures, KELA has designed a ruby red hue and Jet Black Swarovski into their metallic finished charm. Andrea Moore X KELA's show will be an experience with depth and design to the hair styles that are set to impress and inspire the fashion and Beauty world.

About Andrea Moore and Brian Molloy – Bio and Backstory

With seven stores nationwide and more than a decade in retail, Andrea Moore and business and life partner Brian Molloy have conquered significant hurdles to build a scalable fashion business in New Zealand. Known for her signature use of colour and a style she describes as 'slouchy elegance' Andrea Moore's range now includes two brands: Andrea Moore and I AM, spanning womenswear, jewellery, eyewear, footwear, fitness wear and swimwear.

Andrea began her career in Wellington, working through a History degree, a stint teaching English in Japan, followed by a degree in Fashion Design from Wellington Polytechnic. She set up shop as a designer, straight out of Fashion school with business partner and friend Nicole Duckworth – now manager for Fat Freddy's Drop. Together they sold bold coloured mesh tops into Wellington stores. The pair enjoyed early success at the Smokefree Fashion awards and went on to host their own underground fashion shows and exhibitions around the city.

In 1999, with support from her father as book-keeper and business advisor, Andrea went out on her own and set up the first Andrea Moore store in The Old Bank Arcade. As she opened her first Auckland location, Andrea met Brian Molloy who later came on board as the business manager. They have managed the business (and their family) together since.

Brian grew up moving back and forth between Auckland, Wellington, Sydney and the East coast of America – studying at 11 schools in the course of his travels. With a degree in Agriculture, majoring in business advisory and valuation and a post graduate diploma in aquaculture under his belt, his early career spanned managing an intense bull beef farm and working for agricultural industry innovators QuinPhos in Taranaki where he successfully grew the business from 0% to a 22% market share. This was followed by a period of travel in Europe before returning to New Zealand, working with QuinPhos again and competing in a range of multisport and endurance races, before eventually joining Andrea Moore.

Along the way, the pair has managed to navigate the ups and the inevitable downs of building a fashion brand in New Zealand - opening stores and making the hard decision to close some too. The business has survived the global economic crisis and the Christchurch earthquakes – where they lost a store on high street but still managed to keep all their staff operating from their store in Merivale.

In 2010 Andrea and Brian decided to make the move to Auckland after travelling back and forth from Wellington became too much with their young daughter. Once established there, they helped to start the 'Fashion for a Cure' shows with Breast Cancer Cure. It has since grown to a programme of five shows per year, now sponsored by ASB and raises more than \$250,000 annually, a donation that is matched the government. They now have two children, Annie and Archie and have found a way to balance business and family life with some great teamwork and a strong support network of friends and relatives.

In 2014 Andrea Moore launched an eyewear range, followed by jewellery, then footwear. In 2016 they launched their diffusion range I AM – taking design integrity to the mass market in New Zealand and marking a significant step change for the business. This year sees the business add Fitness and Swimwear ranges as well as open new stores in Christchurch, Wellington and join the stable of top designers in David Jones.

Through it all, Andrea continues to gain energy and inspiration from her incredible customers. "Every aspect of our brand is focused on celebrating the individuality, strength and creativity of women – every day super heroes."