

Fusion Fashion

Alfred Shaheen and Couture Hawai'i

Fusion Fashion: a multicultural aesthetic with imagery from ethnic groups around the world and a design medium for communicating that aesthetic. Hawai'i's Alfred Shaheen was the pioneer of this medium, developing the cornerstone on which the garment industry in the Hawaiian Islands was developed.

BY KAREE CARLUCCI

FROM 1948 TO THE late '70s, Alfred Shaheen created a model for the garment industry that included textile design, large-scale screen printing, manufacturing, distribution and retail sales. Perhaps his most significant contribution to Hawai'i was introducing aloha wear to the world. The designs he pioneered are recognized today as part of an American lifestyle that is casual, multicultural and environmentally aware. Shaheen's aloha shirts and women's dresses

are the most sought-after of all clothing from Hawai'i.

On Saturday, September 3, Maui Arts & Cultural Center will present a couture fashion show connecting the exhibit in Schaefer International Gallery, "Hawai'i's Alfred Shaheen: Fabric to Fashion" with "Couture Hawai'i."

Couture Hawai'i will showcase the latest collections of aloha wear and couture apparel from well-known Hawai'i designers: Anne Namba from O'ahu, Sig Zane of Hawai'i Island, Maggie Coulombe from

Maui, and University of Hawai'i-Maui College's Couture Club students and professor Cheryl Maeda, along with several up-and-coming designers.

The fashion show represents a new facet in the global mix of art offerings at Maui Arts & Cultural Center. It will take place under the distinctive glass-capped roof of the new Yokouchi Pavilion and Courtyard from 6:00-8:00 in the evening.

Gallery Director Neida Bangerter says, "We are so fortunate to have been selected by the San Jose Museum of Quilts &

Textiles as the traveling venue for this landmark exhibition. Alfred Shaheen paved the way for many designers in Hawai'i. The exhibit sets the historical context for today's fashion scene and the unique sense of style we have in the islands. It's a tremendous chance to see the entire collection from Camille Shaheen Tunberg, Alfred's daughter. The fashion show seemed like a natural accompaniment to promote Hawai'i's designer scene and present runway collections with models, lights, music for the ultimate fashionista experience."

Similar to Hawai'i's rich multicultural heritage, Couture Hawai'i features local designers whose fashions represent a rainbow array of culture and design.

Maggie Coulombe's body-hugging apparel in satiny bright fabrics marry Hollywood high fashion



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with Maui's tropical, fitness-oriented lifestyle. Anne Namba blends vintage Japanese fabrics from kimonos and obis with contemporary, sophisticated designs known as "kimono couture." Sig Zane is renowned for his aloha wear, wedding his designs to the place, nature and culture of Hawai'i in simple lines and crisp fabrics. The Couture Club at University of Hawai'i-Maui College is an offshoot of its Fashion Technology program. Program Coordinator Cheryl Maeda and her

students offer a look at the innovative creations from the next generation of fashion designers. Shaheen has been recognized among the 150 most influential events affecting social, economic and cultural changes in Hawai'i. Couture Hawai'i can be called a manifestation of the legacy of Alfred Shaheen's vision for fusion fashion in Hawai'i. It's poised to be the fashion event of the year on Maui.

Organized by San Jose Museum of Quilts & Textiles, San Jose, California, and presented by Maui Arts & Cultural Center. Made possible through the support of the Alexander & Baldwin Foundation, Matson Navigation Company, WESTAF, Silicon Valley Community Foundation, the David and Lucile Packard Foundation, Arts Council Silicon Valley in partnership with the County of Santa Clara and the National Endowment for the Arts, the City of San Jose, the Santa Clara Valley Quilt Association and private contributions.

SHAHEEN FASHION IMAGES COURTESY OF CAMILLE SHAHEEN TUNBERG



NIGHT BLOOMING CEREUS



LU'AU DRESS



PUA ALI'I



METALLIC SHELLS



BIRD OF PARADISE



MALA PUA

COUTURE HAWAII' I FASHION SHOW
 SATURDAY, SEPTEMBER 3
 Yokouchi Pavilion Courtyard
 6:00-8:00 pm
 Tickets:
 \$35 & \$100 VIP
 MACC Box Office 242-SHOW

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HAWAII' S ALFRED SHAHEEN: FABRIC TO FASHION
 SEPTEMBER 4-OCTOBER 29
 Schaefer International Gallery
 Open Wednesday-Sunday
 11:00 am-5:00 pm

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Opening Lectures by
 Co-curators Linda Arthur
 & Deborah Corsini

SUNDAY, SEPTEMBER 4
 Alexa Higashi Meeting Room
 2:00-4:00 pm
 THE MACC 242-ARTS