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TESAC  
Conference 2024

# ‘A Journey to the Hokonui Fashion Awards’

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Baydon Harris  
St Hilda’s Collegiate School



# · About Me ·

## · 01 Screen Printer

Working in the printing industry for 5 year

## · 02 Fashion School

Otago Polytechnic school of Fashion

## · 03 Designer

Tamahine Holdings, Head designer for Katie Cullen

## · 04 Screen Printer

Apprenticeship - qualified printer

## · 05 Teacher

Teacher of Textiles, DVC, Art, Digi



# · Hokonui Fashion Awards ·

What are the Hokonui Fashion Awards?

- 2024 marks the 36th anniversary of the Hokonui Fashion Design Awards - a significant achievement as the longest running fashion design awards of their type in New Zealand.
- MLT Young Designer Mentor Programme



MATAURA LICENSING TRUST  
**HOKONUI**  
FASHION DESIGN AWARDS

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# • Curriculum •





How I see the Hokonui Fashion Awards linking to the curriculum.

NCEA





# · Level One ·

- 1.1  Develop a MPT outcome in an authentic context
- 1.2  Experiment with different materials to develop a MPT outcome
- 1.3  Demonstrate understanding of sustainable practices in the development of a MPT design
- 1.4  Demonstrate understanding of techniques selected for a feasible MPT outcome













## · Level Two ·

- 2.1  Undertake brief development to address an issue
- 2.2  Select and use planning tools to manage the development of an outcome
- 2.3   Develop a conceptual design for an outcome
- 2.4  Undertake effective development to make and trial a prototype





## · Level Two ·

-   2.5 Demonstrate understanding of how technological modelling supports risk management
-   2.6 Demonstrate understanding of the role of material evaluation in product development
-   2.9 Demonstrate understanding of the nature of technological outcomes
-   2.10 Demonstrate understanding of sustainability in design







## · Level Two ·



Implement advanced procedures using textile materials to make a specified product with special features



Demonstrate understanding of advanced concepts used to make textile products








Make advanced adaptations to a pattern to change the structural and style features of a design





## · Level Three ·

-  3.1 Undertake brief development to address an issue with a determined context
-  3.2 Undertake project management to support technological practice
-  3.3  Develop a conceptual design considering fitness for purpose in the broadest sense
- 3.4  Develop a prototype considering fitness for purpose in the broadest sense





## · Level Three ·



3.5

Demonstrate understanding of how technological modelling, technological development and implementation



3.6

Demonstrate understanding of material development



3.9

Demonstrate understanding of how the fitness for purpose of technological outcomes may be broadly interpreted



3.10

Undertake a critique of a technological outcome's design





## · Level Three ·

3.21



Implement complex procedures using textile materials to make a specified product

3.23



Implement complex procedures to create an applied design for a specified product

3.26



Make advanced adaptations to a pattern to change the structural and style features of a design



# Collaboration

How can the Hokonui Fashion awards help with collaboration?

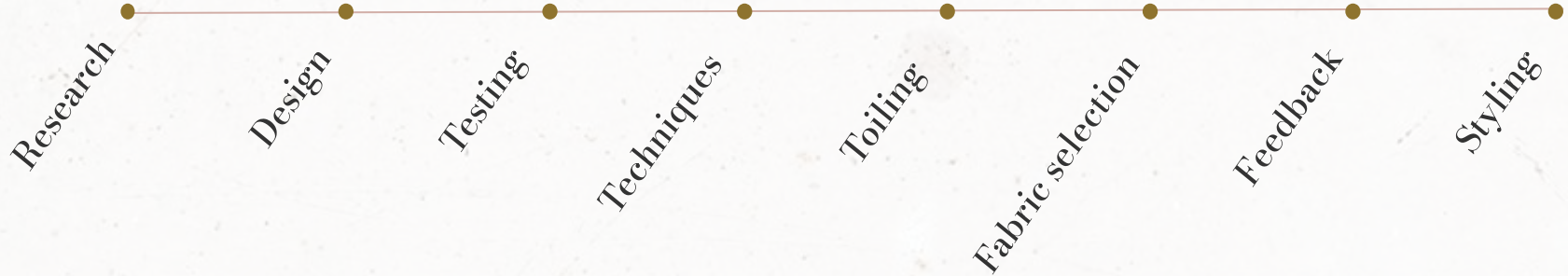
- Akongā working on a multi-piece outfit.
- Akongā producing a garment as part of a collection.



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# · Collaboration ·

· Supporting the design process ·



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# • What are the benefits? •



## Motivation

The students motivate and support each other throughout the process



## Robust feedback

The learners aren't scared to offer their opinions, as all decisions affect the final outcome of the collection or outfit



## Better Research

The beginning research is better as there are 2 - 3 researching their own ideas, this leads to better outcomes



# · What are the benefits? ·



## Real life

The process of being judged by a group of people that opinions are subjective



## Not linked to assessment

Akongā can NA-A-M-E in the assessment and still gain recognition at the awards



## Experience

Learners get to experience the feeling of seeing their outcome on the catwalk for the first time.







# · Experience ·

Did Hokonui change your views of Textiles at school?

Yes, it motivated you more knowing the end goal wasn't just another assignment hand in.

It made it more exciting knowing that what you were creating was going to be showcased in a runway show



Yes, for sure, if anything it inspired me! It exposed me to the world of fashion in New Zealand

“

“Seeing your garments on a catwalk is  
the most euphoric feeling.”

—Molly Marsh

Overall winner: 2023

”

FASHION



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# The journey beyond Hokonui

←

SPRING SEASON



# NZFW

Hokonui Fashion Awards also has a runway show as part of NZFW. All the category winner and a selection of other garments have the opportunity to showcase their work on a global stage.

WALK THE LINE

2023





## · NZFW ·

- This year two of my past students were able to showcase their collections at their respective Graduate shows
- The exposure to the runway show continues to drive these akongā.

AMELIA PHILLIPS





PHOTOS: SUPPLIED

## AMELIA PHILLIPS

### Where did you grow up, and how did that influence your interest in fashion?

Having grown up in Dunedin, I have seen the success of other local fashion designers, as well as attended iD Fashion and Otago Polytechnic Collections shows before studying, and this exposure to designer collections inspired me to want to create my own.

Having a great high school textiles teacher (Baydon Harris) was also an influencing factor in my interest in fashion, with the guidance and opportunities he gave us, such as entering the Hokonui Fashion Design Awards.

I found my love for fashion through finding my love for creating. I enjoy the hands-on aspect, problem solving and attention to detail that it takes to create a garment.

### What does it mean to you to be showing your designs at NZFW?

Showcasing my graduate collection "Happily Ever After" at New Zealand Fashion Week is an amazing opportunity that I was looking forward to in 2022 before its cancellation due to Covid.

I'm excited to represent Otago Polytechnic and for the first time see my graduate collection on a catwalk, sharing it with an audience of industry professionals. Showcasing at NZFW involves having four looks that will go down the catwalk. I'll also be involved in fittings as well as helping out backstage.

### Tell us a bit about the pieces you're showing?

"Happily Ever After" is a collection that reflects my personal exploration into the institution of marriage and the ideas surrounding weddings.

I focused on longevity and versatility. I wanted to challenge the idea of the "one-day dress" by making a collection that was suitable to be worn to multiple occasions, mixed and matched and possibly even interpreted into the everyday wardrobe. The pieces are made from free-motion quilting, silk organza and other dead-stock materials.

I'm drawn towards intricacy and details in my design work, along with a love for ruffles, gathers and volume, which is showcased in this collection.





MILAN JEON





# Thanks

Do you have any questions?

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