

Fashion Show pitches the next generation of talent.

The catwalk at ARA recently put on its world-class show of new talent, partnering with key local companies feeding the screen industry with costuming, fashion and make-up services. We sat down with Nathan Ingram, Ara's Programme Leader for Fashion Technology and Design, to get the inside scoop on the new talent & what the Pitch Fashion Event is all about.

What is the ARA Pitch Event and why is it so successful?

The Pitch Fashion show is an Annual event hosted by ARA to showcase our student design talent. The show is a great platform and strong scouting ground for local companies like Portfolio Models & Talent and Kristen Stewart School of Makeup - it's a wonderful local collaboration where creatives, designers and models all get to partner together and present this fabulous annual show.

How does ARA help provide upcoming talent to the local screen industry?

ARA fashion delivery primarily focuses on technical skill, underpinned with academic theory. This means students enter the industry with a diverse skillset which enables them to be adaptable problem solvers. Learners are introduced to a variety of process and opportunities to explore fashion outputs in a commercial sense, as well as having opportunities to explore ways to introduce narratives within their work.

How does the fashion show help identify talent for the Screen Industry?

Because of the quality production, our annual Pitch Runway seats over 400 attendees. We also live stream the event to our online community, giving everyone unable to attend the chance to see firsthand the next generation of talent on show.

How does the fashion show help give real life experience towards the Screen Industry?

Students in the final year of study must complete 4 weeks work placement. This is a chance for our learners to select an area of the industry they wish to gain further insight. The student then receives a design brief in which they must respond to by designing 10 looks and producing a selection of these looks. If students choose to take their placement within the screen industry they gain the opportunity to design, collate, and make costumes.

Our Final project is research based. This allows learners to develop a proposal for further enquiry. This is a fantastic opportunity for our learners to include a number of possible outputs suitable for screen if that is their passion.

Experiencing a large scale fashion production allows our learners a great opportunity to collaborate with staging and lighting technicians, hair and make up artists. This is experience gives them first hand industry relevant skills.

What are your thoughts on the upcoming talent coming through the fashion school for potential screen industry jobs?

The screen industry here in New Zealand is growing. Year upon year our graduates leave into the industry with a diverse transferable skillset which can be applied to multiple fashion related outputs. We are excited to see more of our graduates enter the screen industry as it grows in New Zealand. Partnering with local industry professionals like Portfolio & KSSM allow easy flow of education to real-life placements. We are thrilled to help channel our students towards companies participating in the local Screen Industry of Canterbury.

Instagram: ARA's fashion show - a great way to see the next generation of creative talent.

ARA's Pitch Fashion show is an amazing collab - showcasing the upcoming talent and creating career pathways. It's also a great scouting opportunity for the Screen Industry as well as a great occasion for firsthand experience for the students,



For more information on
ARA Fashion courses, Portfolio
or KSSM, please contact:

Nathan Ingram (ARA)
M: +64 278271619
E: nathan.ingram@ara.ac.nz

Mel Radford-Brown (Portfolio)
M: +64 (0) 27 566 3359
E: mel@portfoliomodels.co.nz

Kristen Stewart (KSSM)
M: +64 (0) 21 432 237
E: kristen@kristenstewart.co.nz

For more information on Screen Canterbury contact:

Bree Loverich - Screen CanterburyNZ Manager
bree.loverich@christchurchnz.com
Phone: 03 379 5575
Mobile: 027 348 8841

