

Rebuilding a Real Classic For Christchurch

The classic Levis denim jacket has been redesigned by some of the biggest names in NZ fashion – and it's all to help the people of Christchurch.

One-off pieces from fashion icons including Nom*D, Ruby, World and Zambesi are being sold on Trade Me with all proceeds going to the Rebuild Christchurch Foundation. <http://foundation.rebuildchristchurch.co.nz> The auctions are open now and close on Thursday April 5.

Called "Rebuild", the concept was for 15 New Zealand designers / creatives to "rebuild" a Levis classic denim jacket, in their own vision, as a reflection of the process the city of Christchurch and its' residents are currently going through.

The jacket did not have to stay as a jacket; it was up to the creative process of the designers to rebuild with a new vision. The jackets/pieces were recently showcased at NZ Fashion Festival in Auckland and in an editorial shoot in Remix magazine March edition.

Fashion producer Leanne Marshall came up with the concept together with creative Barry Betham.

"We have been working on this for quite a while," she says. "Towards the end of 2011 Christchurch was still being hit by a significant number of earthquakes and we really felt for the people of Christchurch and what they were still going through."

Marshall says they wanted to do something to help, so decided they could utilise our industry to show Christchurch a sense of solidarity while at the same time, maintaining a national awareness of the ongoing rebuild of the city.

"It was an ideal way to promote in a positive way, that destruction is also a time to create; when something is destroyed it heralds a new era of creation, and can then be rebuilt based on a new and unique vision," says Leanne Marshall.

Rebuild Christchurch founder, Deon Swiggs, says "the incredible effort and dedication shown by this talented group of people is a strong reflection of the interest and concern that people still have for us in Christchurch as we continue on our road to recovery."

<http://www.trademe.co.nz/stores/project-rebuild> **Auctions all close on Thursday 5 April.**

Stylists/designers/creatives involved: Barry Betham, Miss Crabb, Zambesi, World, Nom*D, Deadly Ponies, Jimmy D, Chris Lorimer, Loumina, Kylie Cooke, Imogene Pyne, Sabatini, Miguel Lledo, Ruby, Liam.

For more information, please contact Ali Jones on 027 247 3112. Deon Swiggs can be contacted on 0275 794 447 and Leanne Marshall can be contacted on 09 815 9190 or cell 027 4282 045.