

HONOLULU  
FASHION  
WEEK



**NEWS RELEASE**

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**New York Fashion Team of Hawai'i Natives to Produce This Year's  
HONOLULU Fashion Week Presented by Hawaiian Airlines: Nov. 20-22**  
*Renowned fashion show producer Lynne O'Neill, fashion stylist Don Sumada and Wilhelmina  
International director Roman Young are a few lending their expertise for the event*

HONOLULU, HI—[HONOLULU Fashion Week presented by Hawaiian Airlines](#) is gearing up for its second annual showcase spearheaded by a creative team recognized internationally in the fashion community. All talents on this team of industry heavyweights now hail from fashion center New York City, but are natives of Hawai'i—a source of inspiration, which has influenced a lot of their careers.

“The combined talent of the creative team really speaks to the caliber of HONOLULU Fashion Week,” said Alyson Helwagen, executive director of HONOLULU Fashion Week and publisher of HONOLULU Magazine, which created and is producing the event. “We’re fortunate to have such big names in fashion return home to cultivate this event and propel some of our incredible local talent here into the national spotlight.”

The 2015 creative team includes:

**Lynne O'Neill, executive producer, HONOLULU Fashion Week**

Honolulu-born Lynne O'Neill has been producing and directing fashion shows and events for the past 35 years. She began her career at Macy's San Francisco working with renowned designers that include Gianni Versace, Missoni, Perry Ellis, Calvin Klein and Betsey Johnson. After relocating to New York, O'Neill has produced New York Fashion Week shows for more than 20 years, including those for BCBGMAXAZRIA, Herve Leger, Marissa Webb, Vivienne Tam, Tommy Hilfiger, Perry Ellis, Nautica, Elie Tahari, Rebecca Taylor, Rebecca Minkoff and Stephen Sprouse. Other shows and events to her credit have included prominent names in entertainment, retail and publishing, including: *Vogue*, *Harper's Bazaar*, *Vanity Fair*, *Glamour*, *Self*, *Rolling Stone*, *Details*, *GQ*, Target, Macy's, Bloomingdales, Aretha Franklin, Pharrell Williams, Usher, The Rolling Stones, Michael Jordan and Queen Latifah. She also served as the fashion show consultant for CW's *Gossip Girl*, Bravo's *The Fashion Show*, NBC's *The Apprentice: Martha Stewart*, and *Sex and the City: The Movie*. In addition, she was the fashion show consultant and inspiration for the Margaret Cho character in HBO's *Sex and the City* episode, *The Real Me* and also appeared in the New York Fashion Week documentary, *The Tents*.

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**Don Sumada, fashion show stylist**

Don Sumada's recent work includes spreads in *Four Seasons Magazine* and *SOMA*. After working at publications including *Harper's Bazaar*, *Teen Vogue*, *Esquire* and *L'Uomo Vogue*, Sumada is now a freelance stylist for magazine editorials and fashion shows. Sumada attended the University of Hawai'i then moved to New York City to obtain a degree in merchandising from the Fashion Institute of Technology.

**Roman Young, creative director, Wilhelmina International**

A graduate of 'Iolani School, Roman Young left his home in Hawai'i to pursue a career in the fashion industry, winning a position as junior agent under the founder and director of Elite Model Management, John Casablancas. Almost 20 years later, Young is a director at one of the top modeling agencies, Wilhelmina Models. Young discovered island-girl-turned-catwalk powerhouse Keke Lindgard, who has modeled for brands including Gucci, Ralph Lauren and *Vanity Fair Italy*.

**Bobby Gutierrez, image/celebrity manager, Wilhelmina Models, NYC**

Local boy Bobby Gutierrez left the islands in 1998 to pursue a career as a celebrity makeup artist in Los Angeles. In 2011, he moved to New York and rose through the ranks to become the image and celebrity manager for Wilhelmina, NYC. Gutierrez manages artists and models, including Ruby Rose, Keri Hilson, Sharaya J and Sydney Sierota of EchoSmith. Over the years, he has worked with numerous celebrities, including Iggy Azalea, Courtney Love, The Jacksons, Eva Mendes, Jennifer Love Hewitt, Sofia Vergara and Vivica Fox.

In addition to the Hawai'i transplant contingent flying in from New York, HONOLULU Fashion Week presented by Hawaiian Airlines is also working with the following top industry talents:

**Gordon E.W. Link, Founder, Owner, President, Bernhard Link Theatrical LLC**

Gordon E.W. Link, HONOLULU Fashion Week's lighting and set designer, has been at the forefront of the fashion and event industries for almost four decades. Link has more than 100 clients and has been fortunate to oversee projects for leading fashion houses, including Donna Karan, Michael Kors, Ralph Lauren, Louis Vuitton and Tommy Hilfinger, as well as corporate clients Tiffany & Co., Macy's and Volkswagen.

**Eli Schmidt, photographer**

Eli Schmidt, a Chicago native, is a graduate of Savannah College of Art and Design (BFA Photography) and has been shooting backstage at shows in New York and Europe for five years. For HONOLULU Fashion Week presented by Hawaiian Airlines, the New York-based fashion, editorial, commercial and advertising photographer merged classic reportage and fashion editorial photography, always striving to capture the energy, chaos and beauty that often go unseen backstage during fashion week. His clients include Ralph Lauren, DKNY, Bloomingdales, 3.1 Phillip Lim, Abercrombie & Fitch, Kenneth Cole and Swarovski, to name a few.

**John Koga and Lawrence Seward, artists**

Hawai'i natives John Koga and Lawrence Seward are responsible for the design and construction of the HONOLULU Fashion Week Pop-up Boutique. Though he is also a painter and photographer, Koga is probably best known as a sculptor, often commissioned to create one-of-a-kind objects and design museum-quality installation. In 2013, Koga was honored by the Honolulu Museum of Art as the 12th recipient of the Catharine E.B. Cox Award for Excellence in Visual Arts.

Seward, a University of Hawai'i lecturer, is also a photographer, painter and sculptor. In 2014, his exhibition titled *The End of the Rainbow* used all three media to bring serious issues to light in the

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Hawaiian community. Koga and Seward have been working independently and together for museums, galleries and in the arts for the past 25 years.

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**About HONOLULU Fashion Week presented by Hawaiian Airlines**

Launched in 2014, HONOLULU Fashion Week presented by Hawaiian Airlines is a first-of-its-kind fashion event in Hawaii highlighting local and national design talent and fashion. The three-day event was created by HONOLULU Magazine to showcase Hawaii's unique fashion talents joined by world-renowned fashion designers, stylists, and industry experts. This year's event will take place Nov. 20-22, at the Hawaii Convention Center. For more information on HONOLULU Fashion Week, visit [www.honolulufashionweek.com](http://www.honolulufashionweek.com).