



26 February 2018

Dear Heart of the City business,

It is that time of year when we celebrate shopping and fashion with a dedicated marketing and events campaign. This year's campaign '4 Days of Fashion' is live in market now and is targeting Aucklanders and visitors with a whole lot of great reasons to visit and spend in the city centre.

This year the event will run from Wednesday 21 – Saturday 24 March in the Queen St, High Street and Britomart districts with a schedule of over 30 events and over 25 retail brands involved. The line-up includes exhibitions, a street fashion show, live music in the street, a pop up fashion market, street performers and much more.

There will be over 15 events taking place specifically in and around the High Street area on Friday 23 March, from 5 – 9pm, which provides a good opportunity for all businesses to stay open longer to take advantage of visitors coming into the area for a late night of shopping and events.

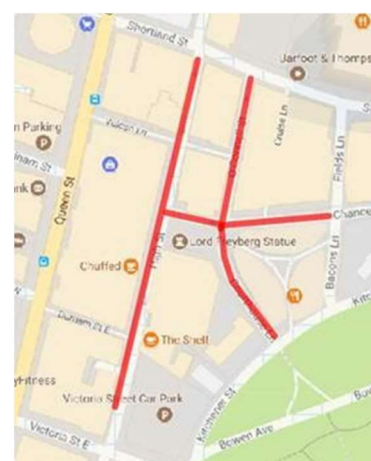
Highlights within that line up that we would like to make you specifically aware of are as follows:

Ingrid Starnes fashion show on O'Connell Street – this well-known Auckland brand presents their AW18 collection with a live runway presentation down the middle of O'Connell St, in an event open to the public.

Friday 23 March, 7 – 7.30pm. The road will be closed to traffic from 3pm – 11pm. The set up includes a 25m runway with 100x folding chairs set up either side of runway along with temporary lighting. There will also be music and sound,

Event contact: Simon Pound, phone 021 376863, email simon@ingridstarnes.com

Drums of Fire - street performers. A Basque street theatre group of 7 performers with a dazzling cocktail of percussion and pyro will travel a route through the High Street district collecting onlookers as they go and stopping to perform to their audience with a frenzy of dance with scenes that hark back to medieval rites. Performers will start in Freyberg Square on Friday 23 March at 8pm and parade around the local area until 9pm. There will be road closures in High Street and surrounding streets from 6.30 – 10pm





The Designer Garage Sale Market

A pop up market will take place in Freyberg Place from 11am – 9pm Friday 23 March and 10am – 4pm Saturday 24 March. Alongside local retailers selling clothing and accessories there will be a live DJ, adding to the market atmosphere, playing 4-8pm Friday and 11am-3pm Saturday an interactive poi performance at 12.30-1pm and 1.30-2pm.

Music on Fort Street

On Saturday 24 March from 1 – 2.30pm, a temporary stage in Fort Street will host a live music performance from well-known NZ musicians Chelsea Jade and Racing. Fort Street will be temporarily closed on the day between Queen St and Jean Batten Place from 7am – 5pm.

Resene Giant Shoes and Mannequin installations

Oversized Resene shoes and fashion themed Resene mannequins will be displayed on the street, in areas around the central city including O’Connell Street, Jean Batten Place, Fort Street and Khartoum Place. Any concerns or questions regarding any of these items contact Rebecca Kasper from Shout Media on 021 029 22183.



All information on the events taking place as part of 4 Days of Fashion in the City is available on our website www.heartofthecity.co.nz/fashion

For specific feedback, queries about access or concerns about any of the events listed above, you can contact Auckland Council Event Facilitator Charlotte Arrowsmith Charlotte.Arrowsmith@aucklandcouncil.govt.nz or Sonya Gandras, Heart of the City ph: 09 308 1553 or email: sonya@hotcity.co.nz.

Kind regards

The team at Heart of the City