



Kahala Mall

www.kahalamallcenter.com

FOR IMMEDIATE RELEASE:

CONTACT:

Jessi Everett
Marketing Manager
808-732-7736
jeverett@kahalamallcenter.com

Reiko Suzuki
Marketing Assistant
808-695-4311
rsuzuki@mmirealty.com

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Kahala Mall presents the 2nd Annual “Bloom: Spring Into Style” Challenge and Runway Show

Kahala, Hawaii, - Kahala Mall is kicking off the new season with a stylishly fierce competition between Apparel/Design students from The University of Hawaii at Manoa and the Honolulu Community College to earn the title of “Stylists of Kahala Mall 2012”. The competition will take place live on stage at Kahala Mall’s Center Court on Saturday, March 17th at 1:00 PM. The public is invited to cheer on their favorite student teams as they participate in an exciting live stylist challenge and send their models down the runway in the latest Spring fashions from Kahala Mall.

Each of the four teams will style a local celebrity model, a professional agency model, a professional child model and a model from the Junior League of Hawaii to ensure that the looks fit a range of personalities and lifestyles. The twist in the competition this year is the People’s Choice Award in which YOU get to vote for your favorite team on Kahala Mall’s Facebook (www.Facebook.com/KahalaMall) page right up until the start of the competition. Kahala Mall’s own Marsha Nadalin Salon and Spa will be providing the model’s hair and make-up for the competition. The teams will be judged on creativity, cohesive flow, and overall execution. The winning team will receive gift certificates from Kahala Mall and a day on the set of a professional photo shoot with Nadine Kam.

Celebrity Stylist, Make-Up Artist and TV Personality Crystal Pancipanci, who is a regular on the Hawaii ‘Living Local’ television show and Jessica Hoffman, founder of Pure Beauty Project will emcee and Teley Brandon of Showtime DJ’s will provide the music for the event.

“I LOVE SPRING FASHION! .Being a graduate from the UH-APDM Fashion program and now a Board of Director for the UH CAASA Alumni Association-I think fun and creative opportunities like the Kahala Mall Spring Style event is perfect for students and young fashionistas to challenge themselves to learn and express their creative talents. I too, was once was a fashion student participating in the Kahala Mall Spring Fashion Challenge years ago, so this will be nostalgic and fun! I am excited to co-host this year’s event and looking forward to seeing the Spring trends and what our young and creative minds have in-store – Crystal Pancipanci.

The emerging stylists will be reviewed by a panel of fashionable guest judges, they include; Nadine Kam, Style Editor, Honolulu Star-Advertiser, Alyson Helwagen, Publisher of Honolulu Magazine, and LeiChic.com, Melissa White, Co-Founder of HIFI and Yu Shing Ting, Managing Editor, Midweek.

This exciting event also includes (2) enter to win opportunities: Roundtrip tickets for two on **Hawaiian Airlines** to the neighbor islands* and a two-night stay at The Hilton Waikoloa Village on the Big Island of Hawaii. In addition, March 17th is a HawaiianMiles event where shoppers who spend \$75 or more at Kahala Mall from 10am – 5pm will receive 3 miles for every dollar spent. (Redeem your miles from 12pm – 5pm at the kiosk fronting The Walking Company.) So, join us and take part in incredible mall-wide store specials. Rules and restrictions apply. *Coach roundtrip for two on Hawaiian Airlines is awarded in the form of 30k HawaiianMiles. Award miles are in accordance with standard HawaiianMiles terms and conditions.

Visit www.KahalaMallcenter.com for full contest rules and restrictions or www.Facebook.com/kahalamall for further information about Bloom: Spring into Style.

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