

# NZ Pacific Trade Explorer

21 September 2007

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## PACIFIC INSPIRATION: MENA: Another family Sensation

[www.mena.co.nz](http://www.mena.co.nz)



The 2007 year for Samoa in most recent weeks has seen the flourish of families dominating the world scene in different arenas. The Opeloge weightlifting family displaying literally the strength of aiga (family) at the SPG games; the return of the well loved Yandell Sisters bringing back the old days and the Tuilangi brothers for the Manu Samoa. However painting a more delicate side to the fo'asamoa family from its beginnings in 2002 through fashion are Agnes, Jackie, Gina & Charlene, the Loheni sisters of MENA design.

Air New Zealand Fashion week has a new Pacific addition to it's line up this week featuring the sisters of MENA design's latest summer/ spring season collection in what is called New Zealand's biggest event on its fashion calendar drawing buyers and sellers from a broad. The sisters gained entry through their award the "Westfield Business Scholarship to NZ Fashion Week" at Style Pasifika which key event in NZ to opening the door way to the fashion world.

MENA design named after their wonderful and influential mother, who keeps track of their success from Samoa, illustrates through bright, vibrant colours and patterns, the distinctiveness of their culture and brings an alternative to people looking for vibrancy, fun and colour in their summer / spring wardrobes.

From early developments as young ambitious creative teenagers where they would design and create their own clothes with their mother, they had never foreseen that in their adult years they would end up all working together. The true essence of MENA comes from the merging of each sisters own unique design, tastes and experiences of living in between Auckland, Apia and London while utilizing their Polynesian heritage which is captured through their designs.

MENA is available at their flagship boutique in Apia and is now also selling in Auckland and Rarotonga. The Loheni sisters have captured the attention of the fashion industry and have embarked on their journey in spreading their wings further and seeing where the winds of the Air New Zealand fashion week set them abroad.

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## Upcoming Events:

- |              |                              |
|--------------|------------------------------|
| 17-22 Sept   | NZ Fashion Week Auckland     |
| 20 - 23 Sept | Craft & Quilt Fair, Hamilton |
| 30 - 2 Oct   | Christmas Gift Expo Auckland |
| 12 - 14 Oct  | Home Show Expo Canterbury    |
| 9 - 11 Nov   | Big Boys Toys Auckland       |

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