



Proclamation
Presented

**In Recognition of the 2nd Annual
Hawai'i Fashion Month**

WHEREAS, Hawai'i Fashion Month (HFM) is a community-driven initiative of the Hawai'i Fashion Incubator (HIFI) and the State of Hawai'i Department of Business, Economic Development and Tourism; this celebration includes a month-long calendar of events intended to promote all aspects of Hawai'i's fashion industry, organized around this year's theme of "Create. Celebrate. Elevate. Promote."; and

WHEREAS, HFM recognizes the fashion industry as a growing economic engine for Hawai'i, tallying more than \$750 million in annual sales and supporting 3,630 jobs while diversifying the state's economy; and

WHEREAS, HFM aims to raise awareness of Hawai'i as a unique, creative and competitive fashion destination while bringing sustainable growth to the industry that comprises design, manufacturing, retail, art, education and more; and

WHEREAS, HFM is an extension of the year-round efforts of HIFI, an organization providing a central resource for fashion information, networking and advocacy; and will bring the community together to showcase, learn, sell and connect with Hawai'i fashion, thus promoting locally made fashion products and services that help to raise awareness and showcase our ongoing commitment to "Buy Aloha, Give Local"; and

WHEREAS, HFM highlights HIFI's introduction of the Hawai'i Fashion Exchange (HFX) initiative, advancing HIFI's promotional and educational goals by helping connect event hosts and sponsors with local talent, while also providing workshops and other opportunities for learning and mentorship to develop the skills of this talent; and

WHEREAS, HFM provides the people of Hawai'i an opportunity to explore the industry's enormous potential, strengthen relationships across the state, nation and globe, and build collaborative opportunities to increase the export of Hawai'i's designs;

NOW, THEREFORE, I, NEIL ABERCROMBIE, Governor, and I, SHAN S. TSUTSUI, Lieutenant Governor of the State of Hawai'i, do hereby proclaim November 2014 as

"HAWAI'I FASHION MONTH"

and ask the people of the Aloha State to join us in celebrating Hawai'i fashion throughout the month of November and "Create. Celebrate. Elevate. Promote." Local fashion by attending Hawai'i Fashion Month events, as well supporting the local industry year-round by striving to "Buy Aloha, Give Local."

DONE at the State Capitol, in Executive Chambers, Honolulu, State of Hawai'i, this eighteenth day of September, 2014.

NEIL ABERCROMBIE
Governor, State of Hawai'i

SHAN S. TSUTSUI
Lt. Governor, State of Hawai'i