



Euinton



EUINTON

A new range by young knitwear designer Claire Euinton has proved successful for Auckland-based Avie Knitwear.

After completing a Bachelor of Fashion at Wanganui's UCOL Fashion School, Euinton was put in contact with Avie through Student Job Search.

Her range of skills and design talent impressed Avie

Director Debi Masters who hired her as an assistant designer and marketer.

"Debi had been looking for a young designer to mentor for quite a while," recalled Euinton. "She wanted to give back to the industry that has been so good to her. Now she's given me the opportunity to start my own fashion label."

Masters said Euinton's attitude impressed her.

"She is passionate about her designs, very determined and hardworking - what more can you ask for? It has been great for me too, I love to inspire new ideas and Claire quickly interprets what I am saying and gets excited about new ranges."

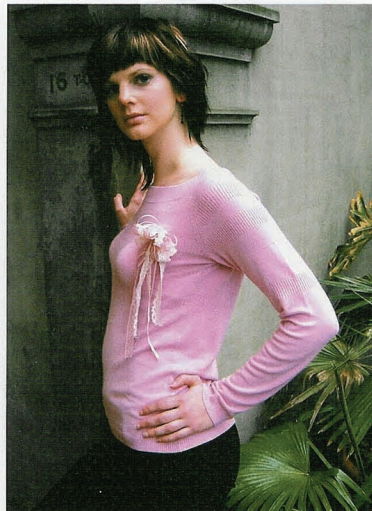
The first Euinton collection was launched last year. The Winter collection incorporated embroidery, satin trims, pins and lace knit, creating a sophisticated and feminine look.



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The range proved a hit with buyers with stockists of the debut range including Smith & Caughey's.

"The response to the Euinton ranges has been great," said Masters. "She targeted her market audience well on style and price and she approached the shops that were selling to that market therefore the retailers could see her range in their shops. Those retailers have ordered

again from Euinton for Summer 2005 and the sales are doubled from Winter 2005."

The new range has also seen Avie Knitwear expand its retail network.

"Through setting up and supplying the Euinton brand we are now supplying stores which we have not targeted in the past," said Masters.

As for Euinton, she is having a ball.

"This job is a dream come true. When you're doing something that you love, it doesn't really feel like work."

