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## British and American Designers WOW New Zealand.

28 September 2010

The Wellington WOW awards became a Transatlantic affair with the American Embassy hosting British and American designers for a pre awards spectacular.

Two British and Nine American designers shared a lunch with Wellington fashion students and designers at the Embassy before the awards ceremony of the 22nd [Montana World of WearableArt Awards](#) Show competition.

The designers included Jonathan Wood, who won International Designer of the Year in 2008 from the UK, and last years Supreme Award winner David Walker from the US. Out of the 191 finalists, this year, 61 are from overseas representing 10 different countries. First Secretary, Tony Clemson said, "The UK has cutting edge designers and global fashion labels. For those students wanting to set up overseas you could do worse than go to the UK".

WOW has been described as: "A montage of theatre, dance, colour, movement and art, difficult to describe, hard to define and utterly impossible to forget." Jonathan Wood echoed these sentiments and added that "it was a unique, fantastic event, the pinnacle of Wearable Art. This years entry is called Levitation Communication Annihilation and received Highly Commended in the CentrePort Illumination Illusion Section, Theme: Float, Fly, Flow.

Richelle Dynae Rudeen, another UK entry, explained the journey she had taken to her first WOW. From ballet dancer to designer of ballet costumes to joining the



**Richelle Dynae Rudeen**

University College in Bournemouth and studying historical costume design before moving to free form where she could freely experiment with different elements and materials. And finally, coming to the realisation that her hearts desire for design belonged, not on the cat walk, but as Wearable Art designer. She said, "I have found my species, where I belong, among designers who have incredible imaginations. This will not be my only WOW entry."

Richelle said of her design entitled 'The Ring Mistress' she wanted to convey the excitement of a circus, like fun, sexiness and danger. Richelle was the winner of the Tourism New Zealand Avant Garde Section.

You can [view the interviews](#) with Richelle and the other designers.