

S HOWSTOPPER

kagi SUMMER 09/10

LIGHTS, CAMERA, ATTRACTION!

KAGI steals the spotlight this season with their latest collection, Showstopper. Fresh off the success of their bestselling winter range, the three year old jewellery brand is turning up the heat for summer.

Inspired by the bright lights of Hollywood and razzle dazzle of show business, this collection is sure to make you stand out where ever you go. From red carpet glamour to streamlined graphic shapes this season celebrates a range of artistic shapes, lines, curves and compositions. Floral features and opulent pearls are mixed with silver chains and sparkling gemstones to give a vintage charm with a truly contemporary twist. Every design has the power to bring out the showstopper in you and make you more stunning than ever.

"The range continues KAGI's reputation for stunning backdrops and strong contemporary-classic designs," says the label's founder and designer, Kat Gee. "But we weren't satisfied with simply recycling a winning formula - this collection also has many new tricks to share," she says.

Debuting this season are the innovative KAGI Hybrids. Part necklace, part bracelet, the Hybrids take versatility to a whole new level and are sure to be a hit with customers seeking increasingly better value from their luxury purchases. The dramatic long necklaces contain unnoticeable clasps that can be undone to transform each design into a matching shorter necklace and bracelet set.

The ever popular KAGI Classics range has also had a facelift. In addition to the perpetual favourites, some stunning new pearl, crystal, and gemstone designs are on offer. This, along with a

beautiful new photo shoot, is sure to keep KAGI fans on their toes.

From this understanding of versatility, repeat-wear and timeless designs comes the release of one of KAGI's most demanded and anticipated features yet – detachable pendants.

Suitably named My KAGI, you can mix and match KAGI pendants and necklaces to suit your mood and outfit. "My KAGI is all about versatility and creation. We want to give women the ability to reinvent their look when and how they like," says Gee.

Competitively priced and with an initial seven pendants and five strands available, My KAGI makes a timely arrival onto the New Zealand fashion and retail scene.

The Showstopper collection, new KAGI Classic and My KAGI designs will be instore from September 2009.

For a list of stockists and to see the full collection please visit www.kagistyle.com <<http://www.kagistyle.com>>

Media – for more information, or to view samples, please contact Miranda Likeman, Coco PR on +64 9 8155040 or miranda@cocopr.co.nz

KAGI, BY AWARDED NEW ZEALAND DESIGNER KAT GEE, IS LUXURY JEWELLERY WITH A DIFFERENCE. TIMELESS MATERIALS SUCH AS PEARLS, GEMSTONES AND CRYSTALS ARE COMBINED INTO STUNNING CONTEMPORARY DESIGNS THAT ARE LOVED BY WOMEN WORLDWIDE.