

News release

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## ADRIAN HAILWOOD DESIGNS THE STYLISH NEW UNIFORMS FOR THE QUADRANT HOTEL AUCKLAND

The Quadrant Hotel Auckland is thrilled to announce it will unveil its stunning new uniforms, designed by Adrian Hailwood during New Zealand Fashion Week in September.

Auckland's hippest four star experience is all about keeping it new and edgy and now the creativity of home grown fashion designer Adrian Hailwood and the funky-ness of The Quadrant Hotel blend together in a new clothing collection.

Adrian Hailwood's new wave style gives a re-vamp to The Quadrant uniform with signature silk printed scarves, sleek tailored suiting and sexy wrap dresses.

The fabrics are a combination of natural cottons, silks and wools for drape and breathability mixed with rayon's, acetates and viscose for durability which is paramount for the wear and look of a uniform.

*"I wanted the uniform to look and feel fresh and young to coincide with the hotels modernist aesthetic" -* says fashion designer Adrian Hailwood.

The uniform covers the entire staff spectrum from the gorgeous girls on front desk - dressed in a prussian blue, satin fitted jacket, silk layered camisole and fitted satin skirt - to the handsome porters in a black waxed cotton bomber jacket and navy fitted trouser.

The sleek liquid like satin wrap dress designed for the Food & Beverage ladies simply screams glamour.

*"It has been a great challenge to interpret The Quadrant brand and drag it into a pair of trousers, a dress or a scarf leaving that specific touch of an Adrian Hailwood collection" -* says fashion designer Adrian Hailwood - *"The result has surprised everybody and the greatest achievement is seeing the young staff of The Quadrant loving their new Hailwood uniform".*

*"Our brief to Adrian was simple, we wanted something stylish, something edgy and something that the staff can wear and feel sexy in and Adrian has definitely captured the essence of The Quadrant in these bold designs",* says Edward Judd Hotel Manager for The Quadrant Hotel Auckland.

Silk scarves and t-shirts by the Adrian Hailwood collection will be soon available for sale to the public in the hotel and online through the [www.thequadrant.com](http://www.thequadrant.com) "Shopaholics Shop".

**STAY TUNED** for all the promotions, packages and special occasions dedicated to Air New Zealand Fashion Week 2009! The Quadrant Hotel is proud to be associated with Air New Zealand Fashion Week as an Affiliate Sponsor in 2009.

Issued by The Quadrant Hotel Auckland

RL: [www.thequadrant.com](http://www.thequadrant.com)

**Contacts:**

Natasha Du Plessis, Director of Sales & Marketing, The Quadrant Hotel, Tel: 0-9-984 6007, Mob: 021-984 607,  
e-mail: [Natasha.Duplessis@thequadrant.com](mailto:Natasha.Duplessis@thequadrant.com)

Cristina Magni, PR & Marketing Manager, The Quadrant Hotel, Tel: 0-9-984 8280, Mob: 021-984 619,  
e-mail: [cristina.magni@thequadrant.com](mailto:cristina.magni@thequadrant.com)

10 Waterloo Quadrant Auckland Central PO Box 195 Shortland Street New Zealand

RESERVATIONS: 0800 666 611 P: +64 9 984 6000 F: +64 9 984 6001

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[info@thequadrant.com](mailto:info@thequadrant.com) [www.thequadrant.com](http://www.thequadrant.com)