

Beat: Arts

## **HAWAIIAN AIRLINES PARTNERS WITH EMERGING DESIGNERS TO TRANSFORM AIRCRAFT SEAT**

### **AIRCRAFT SEAT FABRIC INTO FASHION**

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**USPA NEWS** - When Hawaiian Airlines rejuvenated the cabin of its Boeing B717 aircraft earlier this year with modern, lightweight seats, the carrier was left with a puzzling dilemma: What to do with the old seats ? Hawaiian's innovative solution will be on display to the public...

When Hawaiian Airlines rejuvenated the cabin of its Boeing B717 aircraft earlier this year with modern, lightweight seats, the carrier was left with a puzzling dilemma: What to do with the old seats ? Hawaiian's innovative solution will be on display to the public starting Friday at HONOLULU Fashion Week, when stylish garments and accessories made from the seat fabric will be unveiled in an exciting exhibit.

Graduates of Honolulu Community College's (HonCC) Fashion Technology Program and participating designers from The Cut Collective and Creative Lab's Fashion Immersive Program welcomed the airline's 'Cabin[to]Couture' project as a platform to showcase their skills using exclusive seat materials.

In March, Hawaiian began retrofitting its Neighbor Island fleet with a modern redesign featuring lightweight main cabin seats from Acro Aircraft Seating Ltd.

The partnership with HonCC and The Cut Collective to repurpose large amounts of unused seat material was seen as a fun and creative way to demonstrate social and environmental responsibility.

Seven designers were asked to create wearable fashion and accessories from 19 First Class and 23 Main Cabin seats and headrests. The designers' inspiration range from the early looks of flight attendants to intricate shapes within the seats themselves.

Launched in 2014, HONOLULU Fashion Week presented by Hawaiian Airlines is a first-of-its-kind fashion event in Hawaii highlighting local and national design talent and fashion. The three-day event was created by HONOLULU Magazine to showcase Hawaii's unique fashion talents joined by world-renowned fashion designers, stylists, and industry experts. This year's event will take place Nov. 20-22, at the Hawai'i Convention Center.

Source : Hawaiian Airlines

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