



Hello NZ possums ready to wear

Kim Thomas

Hollywood stars will don Kiwi possum fur jackets after a Christchurch label scored a contract to provide gifts for Golden Globe award nominees in the United States.

Untouched World's products will be included in prize packs presented to nominees and A-list celebrities such as Angelina Jolie, Brad Pitt and George Clooney at a pre-award beauty spa and retreat next week on Rodeo Drive in Beverley Hills.

The company's products have also won a place in gift bags given to winners on the night of the prestigious award ceremony.

Untouched World chief executive Peri Drysdale said while the event was a wonderful opportunity, she did not expect an easy ride promoting possum and merino products to the "fur sensitive" US.

Female Golden Globe award winners would receive a merino and possum fur jacket, she said.

Other Untouched World items to be showcased included organic cotton separates and pure merino garments and accessories.

Untouched World was proud to represent New Zealand at the exclusive events, which Kiwi director Peter Jackson would also attend, Drysdale said.

"Kiwis are winning the awards and now we are supplying the gifts for the award winners," she said.

"It is very important for New Zealand fashion to have a presence at major international events next to prominent international labels."

Involvement in the events would bring the brand to the attention of Hollywood fashion leaders and United States media.

The company was the only label from Australasia invited to showcase their products at the beauty spa and retreat. Event organisers chose the Untouched World brand because it was "classy and hip", the release said.

Background: Christchurch's Untouched World chief executive, Peri Drysdale, checks samples of gifts to be given as prizes to Golden Globe award nominees in Hollywood next week.

Photo: Kirk Hargreaves