

Rock the catwalk

What happens when music and fashion collide? Words: TAMARA WALKER. Photos: MARC CHECKLEY



Music and fashion hit the stage last week in a fusion of style at the inaugural Red Bull Studio Live at Auckland's Viaduct Harbour. It was an image of class. With lush white furniture, ceiling-high black velvet drapes, white bar leaners and a plush black bar. There was an aura of simplicity and attention to detail in the pavilion.

The event brought an original element to New Zealand Fashion Week, teaming some of New Zealand's top fashion with some of the country's up-and-coming bands. It was a realisation of the connection between music and vogue.

Red Bull Studio manager Luke Thompson says the event was an opportunity to foster relationships between musicians and designers, and to give local bands exposure.

Motocade were first up, dressed entirely in black — continuing the black and white theme of the pavilion. "I guess we just like black," said lead singer Eden Mulholland, who described the band's style as understated, sleek and influenced by their music.

Next came The Tutts with their eclectic electro-rock-dance blend. The band's all-white outfits came to life during a vibrant light show.

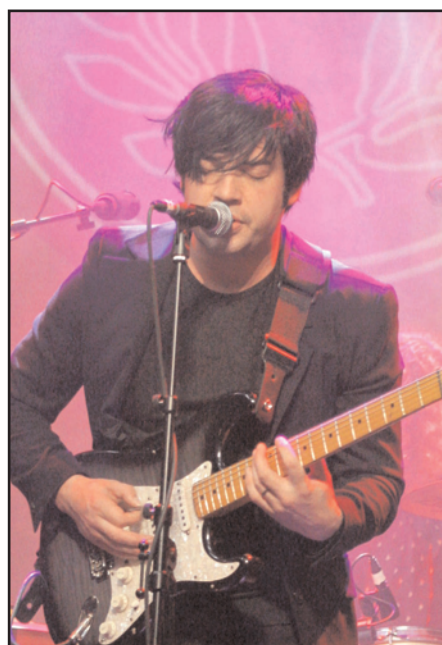
Last year's Smokefree Rock Challenge winners, The Electric Confectionaires, followed. With their flawless performance, retro garage-style sounds and serious expressions, it was hard to believe the Confectionaires were still in their teens.

Dressed by Huffer, they featured eccentric black and white zig-zag pieces. "We were stoked to be dressed by Huffer," said drummer Rob Fenton. "We grew up with Huffer and they're getting even more styley now, which is really cool."

Wrapping up were The Mint Chicks, donning white Nom*D. Joined on stage by guitarist Ruban Nielson and singer Kody Nielson's father on saxophone, they threw an avant-garde beat-boxer and a digital composer into the mix.

With the wine, beer and Red Bull flowing, the atmosphere grew increasingly energetic over the day. The Tutts, lead singer Scott Allen leapt from the stage to let loose in the crowd.

More of the fashionista and fan-filled audience — from the young tots, to the teen groupies, to the more mature folk — gave in to the urge to move to the music.



TOP: Dapper in white, The Tutts rocked the crowd with their progressive pop-esque sound.

ABOVE: The happy-go-lucky tunes of newcomers The Electric Confectionaires brought a palatable mix of retro-pop and schoolboy charm.

LEFT: Motocade's Eden Mulholland energises the arena with a soulful ballad.

FAR LEFT: Jaisi Sheehan of The Electric Confectionaires gives the crowd a sweet taster of their latest single Piece Of My Heart.