

Emilia Wickstead | Our future uniform designer

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She's dressed the world's most famous. Now she's dressing us. Naturally, our people have some questions. So we invited them to interview her.

What drew you to this project?

Emilia Wickstead: Very good question. New Zealand is my home, and for me, this is one of the proudest moments. It's something I've strangely always wanted to do, so I'm pretty excited.

What are your memories of growing up in New Zealand?

Emilia Wickstead: I have so many memories. Endless days on the beach. I mean, we never really left New Zealand. And I think from an emotional standpoint too, you know, a kind of spiritual side also, the cultural roots are deeply, deeply part of me.

What inspired you to get into fashion?

Emilia Wickstead: My mother was a fashion designer. So I would always go to her work after school and sit and watch her doing fitting after fitting, fill her pin cushions. There was definitely something in me where I knew that that was what I wanted to do. It's engrained in me.

How did you launch your own brand?

Emilia Wickstead: I started in my living room. I had little fashion shows where I'd tell everyone to bring a friend, and then I would call magazines and pretend to be my own assistant. I didn't know anyone. I didn't know what I was doing. I think there was this great naivety, which I thank my lucky stars for.

What about this uniform should excite us?

Emilia Wickstead: So much should excite you. When I think about what I want the uniform to mean for everybody wearing it. They're going to not only feel great, but they're going to feel so much more than that. They're going to feel confident. They're going to feel proud. And that is what I'm really excited about. Everything that you'll see on the uniform, and the symbolism through the uniform, print design will play a big part, you know, even design details will have a meaning. Small little details that you might not even recognise immediately will really play on New Zealand heritage.

How is the uniform inspired by New Zealand?

Emilia Wickstead: It's inspired more than anything by the people. That's been really, really key to this amazing design process. And it plays such a huge part in telling our story as a country. Who we are as people. How we want to feel, and how we want to look. And how we want to stand out. You know, I'm so proud of my roots and where I'm from. And for me to be able to tell the story, presenting a beautiful, powerful, incredible new uniform. Yeah, I'm very excited.

End of transcript.