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SIG ZANE UNVEILS NEW OCEAN-RELATED DESIGNS AT WAIKIKI AQUARIUM

HONOLULU (May 4, 2010) – Sure to make a splash, local legendary designer Sig Zane will showcase new marine-themed aloha print designs exclusively on Oahu at the Waikiki Aquarium’s Natural Selection Gift Shop. Available beginning May 17, the new series will be printed on a limited distribution of aloha shirts, blouses and keiki items.

This is the first collaborative effort of Sig Zane Designs and the Waikiki Aquarium and the first time in many years since Zane has made items available in a retail location in Honolulu. The exclusive series will feature prints from previous works paired together to create new designs.

“The inspiration for the design illustrates ocean life along with traditional `ohe kapala (shallow reef wave) forms,” said Zane. “The series is meant to highlight the cultural significance of ocean creatures, their symbiotic relationships with land, and how the Hawaiian language fosters this understanding.”

“We are thrilled to showcase this new series from Sig Zane Designs,” said Dr. Andrew Rossiter, director of the Waikiki Aquarium. “The pieces are elegant and artistically express ocean and marine life awareness. We hope this is just the beginning of a very successful partnership.”

The designs will be available at the Waikiki Aquarium’s Natural Selection Gift Shop and online at sigzane.com.

About the Waikiki Aquarium

Founded in 1904 and administered by the University of Hawaii at Manoa since 1919, the Waikiki Aquarium is located on the shoreline of Waikiki Beach next to a living reef and across from Kapiolani Park. The Aquarium – third oldest in the U.S. – showcases more than 500 marine species, and maintains more than 3,500 marine specimens. Public exhibits, education programs and research focus on the unique aquatic life of Hawaii and the tropical Pacific. The Aquarium welcomes more than 320,000 visitors annually, and is open daily from 9 a.m. to 4:30 p.m. except Honolulu Marathon Sunday and Christmas Day. Admission is \$9 for visitors; \$6 for local residents, active duty military with ID, students with ID and seniors; \$4 for youths ages 13-17 and persons with disabilities; \$2 for juniors ages 5 to 12; and free for children 4 and under and Friends of Waikiki Aquarium (FOWA) members. For more information about the Waikiki Aquarium, including membership, call (808) 923-9741 or visit www.waquarium.org.

About Sig Zane Designs

Sig Zane is an artist and cultural practitioner who designs and creates elegant, Hawaiian floral clothing that is printed and cut by hand. A native of O'ahu, Zane moved to Hilo and became a student of Hawaiian culture in the 1970s. After joining Kanaka'ole's Halau O Kekuhi, he developed an understanding of Hawaii's plants and their uses in Hawaiian culture. The taro planted in Zane's garden for his son's first baby luau inspired his first clothing design because the new taro shoots are called 'oha and symbolize 'Ohana in Hawaiian culture. When his designs became popular amongst friends and family, he integrated other plants valued by Hawaiians including taro, hala, 'ie'ie, and kukui into his fabric designs. With success at his fingertips, Zane opened his first retail store, Sig Zane Designs, in Hilo in 1985. By using symbols significant to Hawaiian culture in his clothing line, Zane perpetuates Hawaiian culture and tradition teaching others to appreciate Hawaii's agriculture and heritage. For more information, visit www.sigzane.com.

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