



## **MADE IN HAWAI'I, FOUND ON O'AHU**

*From fashion to art to gifts—O'ahu locally-made goods go way beyond macadamia nuts*

HONOLULU—When it comes to retail, O'ahu has come a long way from the standard aloha shirt, 'ukulele and chocolate covered macadamia nuts. And though these Hawai'i classics still remain top commodities for visiting shoppers, they are juxtaposed with a variety of contemporary, made-in-Hawai'i goods by next generation artists, designers, tastemakers and manufacturers. Many of these brands have even made a mark beyond Hawai'i's shores by appearing on the runway of New York Fashion Week, being sold in the country's largest department stores and by garnering press in national publications. Below is a guide to some of the hottest made-in-Hawai'i, found on O'ahu (and beyond) brands.

### **50<sup>th</sup> State Fashion**

For many, the aloha shirt is a symbol of a Hawai'i vacation conjuring up images of popular celebrities who wore them including Elvis Presley on the cover of *Blue Hawai'i* and Tom Selleck in *Magnum PI*. It is also very symbolic of Hawai'i's multicultural history. Early shirts in the 1920's were shaped western-style, made with Japanese fabric, constructed by Chinese tailors and worn untucked, a common style of Filipino men. Hawaiian design elements were introduced later and resulted in a fashion trend that made it all the way to the White House during Hawai'i-born President Barack Obama's tenure. While the aloha shirt serves as the heart of Hawai'i fashion, many brands have evolved beyond the garment, continuing to pull from Hawai'i's many cultures as inspiration.

Most recently on the national stage, Manaola Yap of [MANAOLA](#) became the first Native Hawaiian designer to present at New York Fashion Week in 2017. He opened his show with a traditional oli (chant) and hula. *Project Runway* fan favorites [Kini Zamora](#) (2014, 2016) and [Ari South](#) (formerly Andy South) (2010) also pulled inspiration from their Hawai'i upbringing in the collections they showcased. A handful of Hawai'i designers have also partnered with national and international

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brands for collaborations, including contemporary Hawaiian designer [Sig Zane](#) who partnered with Tiffany & Co. for an exclusive lehua flower pendant and longtime manufacturer [Tolani Sportswear](#) who partnered with Sanrio and UNIQLO for limited-edition, island-inspired garments. These brands can be found in stores and boutiques around O'ahu, as well as online.

O'ahu also has a variety of ready-to-wear and swimwear designers with lines carried not only on O'ahu, but in various department stores and boutiques nationally and internationally. These young designers include [Acacia](#), [Fighting Eel](#), [Malia Jones](#), [Mikoh](#) and [Tori Praver](#). O'ahu's legacy designers and manufacturers also continue to evolve "aloha attire," including [Jams World](#), [Manuheali'i](#), [Reyn Spooner](#) and [Tori Richard](#).

The best places to shop for Hawai'i designers on O'ahu includes:

- [Ala Moana Center](#) – Ala Moana Center's 340 stores feature the widest range of merchandise in Hawai'i, including many stores shoppers won't find anywhere else. Only-in-Hawai'i stores include: [Hawaiian Island Creations](#), [T&C Surf Designs](#), [Kahala](#), Reyn Spooner and Tori Richard.
- Chinatown – Chinatown is home to a number of O'ahu boutiques including: [Fighting Eel](#), [IN4MATION](#) and [Roberta Oaks](#).
- [Ka Makana Ali'i](#) – This West O'ahu regional mall includes: [Rix Island Wear](#), Red Pineapple, Reyn Spooner and T&C Surf Designs.
- [South Shore Market](#), Ward Village – South Shore Market is composed of 18 merchants that embody Honolulu's creative scene including: [Big Bad Wolf](#), [Cameron Hawai'i](#), [Fishcake](#), [Kealopiko](#), [Mori by Art + Flea](#), [Salvage Public](#) and more.

### **Center of Hawai'i's Art Scene**

Honolulu is the epicenter of Hawai'i's art scene and is brimming with talent inspired by Hawai'i's cultures, history and natural beauty. In 2017, O'ahu elevated its presence on the art stage by hosting 33 artists from over a dozen countries for the inaugural Honolulu Biennial, the first of its kind in the U.S. The event attracted nearly 100,000 visitors to nine exhibition sites across the island, including O'ahu's many museums and galleries. In addition to experiencing O'ahu's art scene, visitors can take

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home a piece that reminds them of their O'ahu visit. Below are stores that carry goods by local artists.

- [Nohea Gallery](#) – Nohea Gallery in Waikīkī offers an eclectic mix of art by local artists including original paintings and prints, turned bowls, koa wood pieces, glass and ceramic sculptures, jewelry and more. The mother-daughter owned shop has been in Hawai'i for more than 25 years.
- [Na Mea Hawai'i](#) – Combining made-in-Hawai'i products with educational classes, Na Mea Hawai'i is a community resource focused on distributing the best books, music and videos on Hawai'i and the Pacific and supporting local artists and products. It's a great place to purchase art and learn the story behind the item and the artist.
- [Greenroom](#) – Committed to the celebration of Hawai'i surf culture and lifestyle, Greenroom is an establishment that encompasses art galleries and boutiques featuring surf-inspired artwork. With two locations in Waikīkī, the gallery features works by Alex Krastev, Brian Bent, Christie Shinn, Clark Little, Gregg Kaplan, Heather Brown, Kris Goto, Zak Noyle and more.

### **O'ahu Omiyage (gift or souvenir)**

The Japanese tradition of omiyage (oh-mee-yah-gay)—a gift brought back from a trip for friends, family or co-workers—is ingrained in Hawai'i's culture and there are a variety of locally-made items for every person. The gift is an expression of gratitude toward the recipient and is most commonly a food item. Some local favorites include:

- [Adoboloco](#) – Garnering a ton of national press including Oprah's *O Magazine's* "O List," Adoboloco embodies traditional Hawaiian "chili pepper water" and revolutionized it into a modern-day fusion hot sauce using only four to five ingredients. Sauce flavors include Hamajang (kiawe smoked ghost pepper), Jalapeno, Pau!Hana! Hawaiian BBQ, Pineapple and more. Sauce can be purchased at Foodland, Times, Mahina & Sun's, Whole Foods Market and Down to Earth.
- [Big Island Candies](#) – Both born on Hawai'i Island, Allan Ikawa and his wife Irma invested everything they had in 1977 to start Big Island Candies. The company proudly features only freshly roasted Hawai'i Island macadamia nuts and 100 percent pure Kona and Ka'u coffee

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from farms on Hawai'i Island. Big Island Candies can be found on O'ahu at Ala Moana Center.

- [Hawaiian Host](#) – Mamoru Takitani from Maui moved to Honolulu in 1927 and purchased Ellen Dye Candies, a local confectioner and renamed the company Hawaiian Host. The company is now the country's largest exporter of chocolate covered macadamias. Hawaiian Host products can be found across O'ahu at ABC Stores, Costco, Foodland, Longs Drug Stores, K-Mart, Sam's Club, Wal-Mart, Walgreens, and other outlets.
- [Honolulu Cookie Company](#) – Honolulu Cookie Company cookies are baked fresh each day and bakers follow a strict recipe of only the finest ingredients to create premium, Hawaiian-inspired shortbread cookies. Honolulu Cookie Company has store locations on O'ahu at Ala Moana Center, International Market Place, Royal Hawaiian Center, Waikiki Beach Walk, and more.
- [Mauna Loa](#) – Mauna Loa offers over a dozen flavors of macadamia nut treats including unique flavors like Mango Chipotle, Honey Sracha, Cookies & Crème, Kona Coffee Glaze and more. Products can be found at Safeway and Target stores on O'ahu.
- [NOH Foods Hawai'i](#) – Noh Foods is known for its seasonings, sauces and drink mixes for a local, Hawai'i palate. Starting from the kitchen of a Korean restaurant in 1963, products are inspired by Hawai'i's many different cultures. Popular items include the Hawaiian Poke Mix, Lū'au Kit, Chinese Fried Rice Seasoning Mix, Adobo Mix and All Purpose Hawaiian Sea Salt. Products can be found in Target, Wal-Mart and Whole Foods Market.
- [North Shore Goodies](#) – A family-owned and operated business, North Shore Goodies is known for their signature coconut peanut butter and other jams, butters, honey, dressings and condiments. Products can be purchased on O'ahu at ABC Stores, Island Vintage Coffee and various other locations.
- [Taro Brand](#) – Originally founded in 1946 as Honolulu Poi Company, Taro Brand works with local farmers to produce an array of products including Poi, Taro Pancake Mix, Lomi Salmon and more. Products can be found on O'ahu at Costco, Sam's Club and Wal-Mart.
- [Waialua Estate](#) – Nutrient-rich volcanic soil, abundant rainfall and plentiful sunshine make O'ahu's North Shore a perfect location for producing coffee and cacao ranking among the world's best. Grown on former sugarcane lands on the Wahiawa Plateau, coffee and cacao

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can be purchased at Dole Plantation and Whole Foods Market and can be enjoyed at high-end restaurants and cafes across O'ahu.

In addition to food, there are a lot of great locally-made gifts perfect for any person. They include:

- [Bradley & Lily](#) – Bradley & Lily fine stationary is inspired by Pacific Rim designs and designed and printed in Hawai'i. Cards, gift tags and notebooks can be purchased at Mori by Art + Flea, Red Pineapple and other boutique stores across O'ahu.
- [Jana Lam](#) – Born and raised on O'ahu, Jana Lam is an artist that specializes in creating lifestyle products for the endless summer. She designs and prints her own textiles into one-of-a-kind pieces including bags, blankets, pillows, wrapping paper and more. Her products can be purchased at Eden in Love, Nordstrom, Owens & Co., Riches and more.
- [Mālie](#) – Headquartered on Kaua'i, Mālie offers a line of all-natural and organic products embodying the magnificence of Hawai'i and its tropical flora. Aromas include plumeria, pīkake, maile/koke'e, mango nectar, hibiscus and coconut vanilla. Products include diffusers, candles, bath and body products. Mālie products can be found at Ala Moana Center and at The Royal Hawaiian, A Luxury Collection Resort.
- [Martin & MacArthur](#) – Martin & MacArthur specializes in Hawai'i lifestyle home accents and accessories. They are well-known for their craftsmanship of koa wood harvested from the Island of Hawai'i. Showrooms are located at Ala Moana Center, Ward Center and International Market Place.
- [Kamaka 'Ukulele](#) – For more than a century, Kamaka Hawai'i, Inc. has been making world-renowned instruments. A family business now being managed by third and fourth generation owners, Kamaka is the choice instrument for some of the world's most famous 'ukulele players including Brian Tolentino, Herb Ohta Jr. and Jake Shimabukuro. The Kamaka factory and store is located in Kaka'ako on O'ahu.

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