

Fashion activist and celebrity stylist announced as WOW 2019 judge

Los Angeles-based fashion activist and celebrity stylist B. Akerlund will be in Wellington in September to join the judging panel for this year's World of WearableArt® (WOW) Awards Show and present the inaugural The Residency Experience Award.

A fashion industry veteran with over 20 years' experience, Akerlund's talents transcend all barriers. She is a stylist, creative director and costume designer, moving between all forms of art including fashion, film and music.

Her resume reads like a who's who of Hollywood, having worked on iconic music videos and live performances with celebrities including Beyonce, Britney Spears, Madonna, Lady Gaga and Katy Perry.

Akerlund says "I am so excited to be joining the team at the World of WearableArt as a judge this year as my true passion is exploring and discovering emerging talent.

"I thrive on avant-garde fashion and the World of WearableArt is definitely a forefront for amazing talent. It is an honour to be a judge and I am looking forward to discovering the next big thing."

Akerlund is co-founder of The Residency Experience in L.A. with Kent Belden. This year they are partnering with World of WearableArt to launch a new WOW Award, the Residency Experience Award, which will be presented to a designer whose WOW garment exemplifies exceptional cutting-edge design.

Located in Hollywood, The Residency Experience assists emerging and established designers in taking their brand to the next level. The Residency Experience is a full-service public relations agency that specialises in celebrity and editorial outreach, an elite showroom that caters to fashion industry professionals and a space for celebrity stylists, editors, costume designers and influencers to collaborate.

Just last month, The Residency Experience dressed superstars Cardi B, Zendaya and Janelle Monáe for the prestigious Met Gala.

The Residency Experience Award prize includes the opportunity for the award-winning designer to show up to five pieces of their work at the exclusive Residency Experience showroom in Los Angeles for a three-month period. The winner will also receive NZD \$5,000, a \$2,500 travel prize to allow them to visit The Residency showroom in L.A. and exposure on The Residency social channels.

Heather Palmer, Competition Director, says she is incredibly excited to be welcoming B. Akerlund to the World of WearableArt, and Wellington, in September.

“We share so many of the same creative values and to have B. judging the work of our designers is a real thrill. It has been a dream of mine for some time that we would be able to offer our designers the opportunity to win an award of this nature and so establishing this new partnership with B. and Kent from The Residency Experience is something very special.”

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Images of B. Akerlund and The Residency Experience are available in this [folder](#).

B. Akerlund’s Instagram account is [here](#). The Residency Experience Instagram account is [here](#).

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