



## Waikiki Wiki Wiki Wire

### Allure Waikiki construction to start in November

Fifield Companies recently received its foundation permit to begin construction of the Allure Waikiki condominium, a 300-unit, high-end luxury building on the vacant 2.3 - acre site at the corner of Ena Road and Kalākaua Avenue (the former Wave Nightclub site). Pankow General Contractors is scheduled to start construction in November 2007 with an expected completion date of November 2009.

"We're delighted to have completed the development approval process. We're ready to start construction," said Ben Ortega, Fifield Companies' Vice President of Development. The project secured a Waikiki Special District permit and State Historic Preservation Division (SHPD) commendations within 6 months of filing its application. In April 2007, the project secured final Design Board Approval without the need for major redesigns. As part of the entitlement process, Fifield presented its plans at two meetings of

the Waikiki Neighborhood Board to ascertain community sentiment and gather input on its plans.

Notably, the project will contribute to the community through enhancements to Kalākaua Avenue, including a new right-turn lane along the project's Kalākaua street frontage, a new left-turn pocket from Ena onto Kalākaua, a new public park (to be privately maintained) and significantly, a new 2,000-foot long sewer line that will divert some 8 million gallons of sewage per day away from the now over-capacity Kapi'olani Main Sewer Trunk.

Fifield is undertaking this major infrastructure upgrade in concert with five other developers, but additional developers are welcome to join the "hui." Developers or landowners who are seeking sewer connections under today's capacity-constrained sewer infrastructure can lock-in sewer credits for future

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## Philip Rickard Honolulu bracelets featured at L.A.M.B. spring 2008 fashion show at Mercedes Benz New York fashion week

Honolulu-based Hawaiian Heirloom jewelry designer, Philip Rickard, gained celebrity status last week when his bracelets were featured in Gwen Stefani's Spring 2008 L.A.M.B. runway show on September 5, 2007 at the Mercedes Benz New York Fashion Week.

Stefani approached Rickard during her most recent trip to Hawaii at his Royal Hawaiian Shopping Center factory this August, while on her "The Sweet Escape" tour, and asked the jewelry designer to produce exclusive pieces for her L.A.M.B. fashion label. Stefani designed the gold pieces decorated with enameled L.A.M.B. logos that reflect the Mod theme of her Spring 08 line.

"This project has really pushed me as a jeweler to use my experience and extend beyond what was traditionally thought of as Hawaiian pieces," said Philip Rickard, owner and designer of Philip Rickard Honolulu. "I am proud of what we were able to accomplish for L.A.M.B. and Gwen."

Philip Rickard Honolulu's pieces were also featured in the Spring 2006 L.A.M.B. runway show and in Stefani's 2005 "Luxurious" video.

Widely recognized for her trend setting style and natural elegance, Gwen Stefani created L.A.M.B., an acronym for Love Angel Music Baby, out of her love of design and fashion. L.A.M.B. is a luxurious collection

of clothing, handbags, shoes, watches and now fragrance, based on Stefani's personal style and aesthetic. The brand is defined by Stefani's innate sense of style, which often features a playful juxtaposition between modern feminine glamour and more casual street influences. L.A.M.B. is available at exclusive department and specialty stores including Saks Fifth Avenue, Nordstrom, Neiman Marcus, Bloomingdales, Harvey Nichols, Holt Renfrew, Lane Crawford, Isetan, Colette, Villa Moda, Fred Segal, Henri Bendel, Intermix, Shopbop.com and Eluxury.com.

Lester Ralph "Philip" Rickard has dedicated much of his life to the study of the historical transitions of jewelry and has been particularly influenced by the Renaissance period in Europe. After years of studying throughout Europe a compelling vision in 1971 brought Rickard to Hawaii where he opened his first retail location store in 1986 at the Royal Hawaiian Shopping Center. Philip Rickard Honolulu has grown to be the premiere manufacturer of world-class Hawaiian jewelry. This beautiful jewelry is made in many different gold colors and platinum, which features the deep, carved scrolling patterns, rich enameled names, and inlays. Many of these pieces hold diamonds and colored gemstones acquired daily by admirers in Hawai'i and around the world.

Today Philip Rickard Honolulu has seven retail stores in the Hawaiian Islands, web sites in English and Japanese, and a manufacturing and customer service location in Tokyo. Philip Rickard Honolulu jewelry can be purchased at any of his retail locations or online at [www.philiprickardhonolulu.com](http://www.philiprickardhonolulu.com).

