

hawaiian

PARADISE

\$1.50

... of the pacific



Special Commemorative And Souvenir Edition

. . . more than 70 years of continuous monthly publication, under the reign of King Kalakaua and the Territory of Hawaii . . . and now . . .

OUR FIRST ISSUE AS THE 50TH STATE



Alfred

Model Ellen Wellman in Alfred Shaheen's celebrated "Spencer Dress," one of the most popular garments manufactured and hand printed in the islands. The print is a "Tiare Tapa." (Camera Hawaii)

Beverly Noa poses for buyers in Alfred Shaheen's display showroom where the finished garments are on display.



Alfred Shaheen

Shaheen

OF HONOLULU



photograph by Joe Pacheco

EXCEPT for the initial steps taken by silk worm, cotton grower and loom, the complete fabric to fashion operation of Alfred Shaheen of Honolulu covers all phases in the production of handscreened fabrics and finished garments.

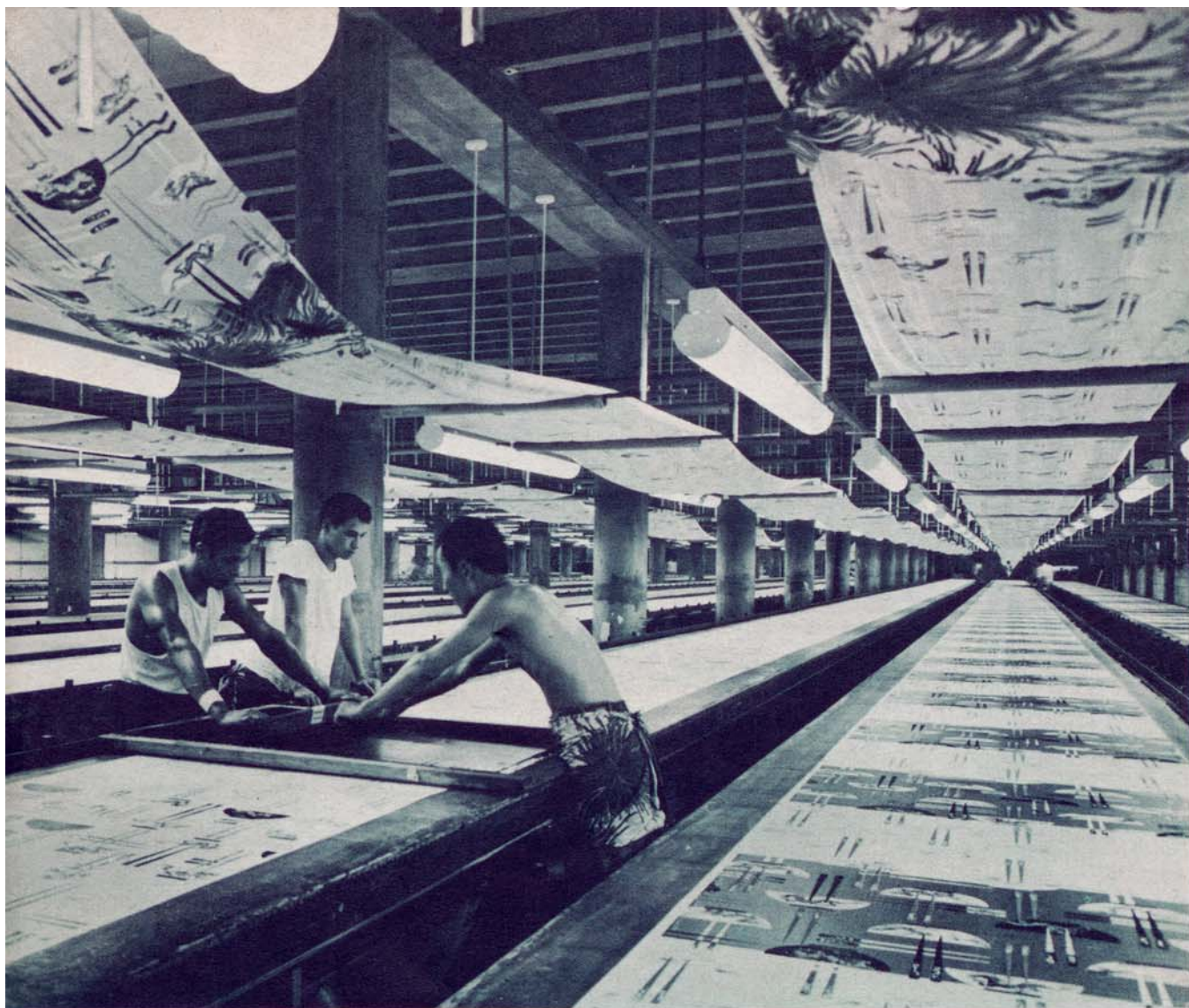
This is why Alfred Shaheen's is a unique operation . . . it combines a garment and textile printing plant under one roof covering 175,000 square feet of floor space. This sprawling, million dollar factory, located on the edge of Hawaii's tourist mecca, Waikiki, also has its own dyeing and finishing center. Completing the operation is an integrated staff of garment and print designers who initiate the creative ideas which ultimately become an Alfred Shaheen original fashion.

Because of the central Pacific location of the Alfred Shaheen plant, highly desirable styles and designs representative of Pacific cultures are authentically produced and transformed into practical garments and fabrics sold in major markets throughout the world from Hong Kong to London.

In short, Alfred Shaheen of Honolulu has become the largest fashion industry of its kind in the world. On a small island, it is a big business with a global influence. Because of a complete "under one roof" operation, Alfred Shaheen of Honolulu can take an idea and convert it into a striking finished garment in a matter of weeks allowing opportunity for changes and improvement during the important early designing stages.

Continued





Workers hand-screen an exclusive Alfred Shaheen print as it moves down sixty-yard tables on which the fabric is stretched.

Several factors set Alfred Shaheen of Honolulu apart from many garment manufacturers and have earned the Hawaiian garment maker a special distinction in the fashion industry. One is the meticulous care Alfred Shaheen designers take in the adoption and development of fashion designs for both fabric and print. For example, a library of rare books is maintained for research, museums and art academies consulted for history and authenticity of designs. In other words, every Alfred Shaheen print has its own history which can be traced to a Polynesian or Far Eastern culture.

Another reason Alfred Shaheen prints represent quality and beauty is that all prints are handscreened. This in itself is a fascinating and demanding art. Separate silk screens are required for each color in a design.

After screening the fabric is "aged," using a combination of temperature, humidity, pressure and acid to produce a permanent color, one that will stand numerous washings and the warm Hawaiian sun. Thirty minutes

to twenty-four hours are required for drying, after which the fabric is washed in boiling water which pre-shrinks and removes extra dye. Then the printed cloth is put on tubes or bolts ready for the garment cutting room or for shipment.

Alfred Shaheen's print colors and how they have become so distinctive and lasting is a story in itself. More than a thousand dye color solutions are set up under the supervision of a master chemist who exercises careful control over reactions of dye mixtures to chemicals and the mechanics of handscreening.

Constant dye research is maintained, aimed at the development of new colors and shades which can be incorporated into an exclusive Alfred Shaheen print design.

The other half of the Shaheen operation is garment design, which must be closely coordinated with the print operation. A styling coordinator oversees experienced fashion designers who make rough sketches which are then discussed and modified. From the sketches patterns



Workers trained by Shaheen cut out garment designs in the cutting room. As many as 700 layers of material are sometimes cut at one time.

Camera Hawaii photographs

are made, a sample garment produced and modeled for further styling. It is then made in a range of sizes and colors, ready for the trade.

Garments are then put together on an assembly line basis, many seamstresses working on one unit. Some special styles, however, are "single-needed," that is, handled entirely by one person.

Alfred Shaheen, the man who created this "under one roof" garment manufacturing operation in Hawaii, is a dynamic and interesting personality. A graduate of Whittier College, he was a Little All American in football and served as a fighter pilot in World War II. A third generation member of a family associated closely with garment and textile manufacturing he almost single-handedly put together the current Alfred Shaheen of Honolulu operation. He built the plant and trained unskilled Island labor in the various phases of hand printing and garment manufacturing. He even designed some of the print plant machinery and equipment.

Today, Alfred Shaheen of Honolulu is a gigantic plant recognized as one of the vital factors in Hawaii's industrial economy. Today, this firm is a style leader, widely known for the development of pace setting print designs in the fashion industry throughout the world. Two thirds of this manufacturer's total volume is in export to all major cities in the world . . . he has more than 3,600 outlets on the mainland.

And, Mainland U.S.A. has come to know of the Alfred Shaheen garment through fashion magazines such as Harper's Bazaar, Vogue, and Mademoiselle.

Though Alfred Shaheen is an established leader in the fashion industry today he continues to strive for more perfection in his garment designs and prints. And as testimony to the widespread demand for his product, he already is developing plans for greater productivity, a heartening note for Hawaii's rapidly growing garment industry.