

IOLANI  
Since 1953

# 60 YEARS OF ALOHA

## THE STORY OF 'IOLANI SPORTSWEAR

Life in Hawai'i was very different in 1953. A bustling sugar cane industry thrived, people smiled as they drove Honolulu's first highway, and a few tuned into KVOK, the first FM radio station in the islands. If you dive deeper though, you'll find Keiji Kawakami, a 442nd Regimental Combat Team veteran and recent graduate of New York University, beginning a journey that would see his vision turn into a legacy. That legacy is IOLANI Sportswear.



Keiji Kawakami, founder of IOLANI Sportswear. Photo date 1969.

Founded by Keiji & his wife Edith, IOLANI Sportswear (now known just as IOLANI) is a three-generation family fashion business located in Kaka'ako on the island of O'ahu. From humble beginnings on dirt floors, Keiji brought IOLANI to the forefront of local fashion. Today,

his son Lloyd, daughter-in-law Carla, and grandson Nick continue his legacy by fitting style, comfort, and value together to create a premium look that is only IOLANI.

"For us, it's about making people smile when they wear our clothes," said Carla Kawakami. "Whether they come into our store, or I see them on the street, I am always happiest when I see them smile because I know that means we have done a good job."



The bustling IOLANI factory has stood the test of time. Photo date May 1973.

Recently, the company has begun to adopt new techniques to bring local fashion into the 21st century. "We have been hard at work trying to develop new, technologically-advanced fabrics that not only look good, but feel good," said third generation businessman Nick Kawakami. "With our IO-SPORT line, we were able to create an awesome shirt that has functions most other clothing doesn't."

The company has also been hard at work perfecting their retail

experience. "In 2011, we opened our first retail store right inside the factory," said Lloyd Kawakami. "While it showcases our clothing, it's main function is to highlight the history here at the factory. With windows that open right onto the working factory floor, guests can see exactly where their clothes came from." Lloyd continued, "We've been made in Hawai'i forever, and we want our customers to see the people that have handcrafted their clothing."

It's a rare experience in today's import-based fashion industry, and one that is even rarer in Hawai'i. "Come and experience our store. In fact, come experience our story," says Carla, "it's one we're happy to share, and it's one we're very proud of."



Today, in the same factory pictured earlier, IOLANI has opened its first retail experience.

For more information about IOLANI Sportswear, visit [IOLANI.com](http://IOLANI.com) or head to their retail store "IOLANI on Kona Street" located at 1234 Kona St., 2nd floor, one block west of Ala Moana Center. For directions and hours, please call (808) 593-4520.

**IOLANI**  
on Kona Street

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