

# The Costume Studio

by admin | Tue, 09/09/2008 - 10:52

## Winner:

### Benefitz Best New Start-up Business Award

What do squirrel, giant popsicle and drag queen outfits have in common?



All were produced by this year's Benefitz Best New Start-Up Business winner, announced at the Westpac Enterprise North Shore Business Excellence Awards.

The Costume Studio, makers of mascots and costumes for media, promotions and events, clinched the title after judges called it a well-earned leader in a niche market.

“This business may have started accidentally or as a hobby, but the owner has put systems and processes in place to ensure it is well-run, and is harnessing opportunities which afford excellent potential for growth.

“It is great to see the business cementing a well-earned place as a leader in a niche, whilst exploring other opportunities without jeopardising her current business. Well done!”

Owned by Denise Hosty, the Costume Studio was formed in 2006 to produce theatrical and operatic costumes and now makes hundreds of costumes and mascots for television commercials, ad campaigns, promotions and events for major companies throughout New Zealand and Australia. “I’m so, so pleased,

and really delighted. Didn't think we would win," Denise told *Business to Business*. "All the finalists were winners really."

Recent highlights include making 45 squirrels for the Cadburys Moro Gold Nuts television commercial, a new Bluebeard mascot for the Auckland Blues and medieval costumes for 96 performers in the pre-match entertainment for the All Blacks v England rugby match.

“With more than 22 years’ experience spanning across the world, I have created a unique and interesting company that includes clients such as Auckland Theatre Company, Weta Workshop, Vodafone, Tip Top, TVNZ, Kidney Kids and Sky City,” Ms Hosty said.

“Our costumes make brands more customer-friendly and something the customer can relate to visually. Who does know who Cookie Bear is? The Popsicle band? Buzzy Bee? Scotty Sky Tower? Our products get brands noticed.”

“We are constantly amazed at the types of businesses we boast in North Shore City,” Enterprise North Shore chief executive Terry Hoskins said.

“It’s businesses such as The Costume Studio that make our economy rich, colourful and full of character. “Congratulations to Denise and her best new start-up business – we expect to see both remain in the winners’ lists in years to come.”