



P e o p l e a t

THE PEAK

First Edition



THE WHO'S WHO OF MALAYSIA





ERIC CHOONG TUCK HENG

Fashion Designer

Perak-born Eric Choong has fulfilled his childhood ambition of becoming a designer. Having nurtured a passion for art and fashion, Choong holds a Bachelor's degree in Fabric and Fashion Design from Hong Kong. He has won many accolades in the fashion industry. Selected as one of the top couture designers by a prominent society magazine in 2002, he has displayed his creations at the

Malaysian Belgium Luxembourg Business Council Fashion Night.

He represented Malaysia at several regional shows such as the Fashion Show of Asian Cultural Garment (China), Asia Pacific Designers Showcase (Hong Kong), and the Singapore ASEAN Designers Show. He cites customers' satisfaction and their support of his creations as the most exhilarating aspects of his work.

Choong relaxes by practising yoga, going to the gym and reading books. He also delves into Chinese painting as a hobby. His most formative experience, he says, is his recent trip to India where, standing at the base of the Mount Himalaya, he developed a different outlook and a greater appreciation for life.