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tel > 03-7967 1388

fax > 03-7955 4039

email > startwo@thestar.com.my



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## Power of pink

Malaysian designers have come up with dazzling pink-kebaya designs for auction in support of a breast cancer awareness campaign.

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A kebaya design by Salabianca using fresh-water pearls and rose quartz stones.



The kebaya is reborn  
at Eric Choong's touch.







Amber Chia in an embroidered top with a traditional selendang and lightly ruffled sarong, all from Kapas.



Carven Ong's butterfly-inspired creation.



Khoon Hooi goes ultra feminine with a silk satin tube dress and sheer empire-cut top with ribbons.



A sheer, embroidered kebaya blouse over a bustier and gathered sarong, both by Sharifah Kirana.

# Designing for a **cause**

By MICHELE LIAN

**T**HEY are Malaysian, pink, glamorous, and all for a good cause.

Seven home-grown brands will put their one-of-a-kind kebaya designs up for auction to raise funds for the Breast Cancer Welfare Association of Malaysia early next month.

The creations of Sharifah Kirana, Kapas, Carven Ong, Salabianca, Khoon Hooi, Eric Tho and Eric Choong will be modelled by actress Nell Ng, television host Daphne Iking, and top models Amber Chia, Soraya Dean and Tengku Azura.

Ong has spun a fresh, modern take on the traditional ensemble, pairing a fluttery, bright pink kebaya top with reddish-pink palazzo pants.

"I wanted the outfit to look like a butterfly – carefree and feminine."

"The Indian chiffon top is a modern kebaya blouse with butterfly sleeves and an empire cut, and the pants are made up of three layers of chiffon in three shades of pink," says Ong.

This will be Ong's third time participating in the auction – one of a series of activities organised by the Estee Lauder Companies for their annual Breast Cancer Awareness Campaign.

Fresh water pearls and rose quartz stones pepper the Salabianca team's design. "It's a 1960s-inspired kebaya," explains designer Tino Soon of the soft pink, silk chiffon and Thai silk creation.

"We've added a pleated centrepiece to the front of the kebaya top and made the sarong the shape of a flower bulb."

Tho has chosen to stay true to the traditional kebaya silhouette, but has updated his sarong with subtle stripes.

"It's a traditional kebaya *panjang* made from raw silk," he says, adding, "I wanted my design to be simple and straightforward."

**K**hoon Hooi opted to go ultra-feminine with a silk-satin tube dress and sheer empire-cut top with ribbons.

"The design is more 'now'. It is different but still looks like a kebaya," says Khoon Hooi.

Choong, on the other hand, experimented with influences from China's ancient Tang Dynasty, from the Japanese, as well as Malaysian Baba and Nyonya cultures.

"The silhouette is Baba and Nyonya with Japanese kimono sleeves, and the collar is very Tang Dynasty. The sarong is made up of three layers of chiffon and has a fish tail.

"It is the kebaya reborn," explains Choong.

Both Sharifah Kirana and Kapas went big on embroidery, the former layering a sheer, embroidered kebaya blouse over a pastel pink bustier and gathered sarong, and the latter pairing a heavily embroidered top with a traditional *selendang* and lightly ruffled sarong.

Each outfit will bear the signature of its designer and will be auctioned off at the Mid Valley Megamall Concourse on Oct 4 from 2pm to 4pm. They are now on display at the Mid Valley Centre Court.

Bids will start at RM1,500.

Want to register or need more information? Call ☎ 03-2164 0388, ext 154, 176, 138 or 130.

A traditional kebaya by Eric Tho.



## THINK PINK RIBBON

The pink ribbon is back with Estee Lauder's Breast Cancer Awareness Campaign.

Already in its ninth year running in Malaysia, the campaign – initiated by the Estee Lauder Companies' senior corporate vice president Evelyn H. Lauder in 1992 – will feature the Pink Ribbon Roadshow beginning Oct 2 from 11.30am to 10pm at various venues.

The roadshow will include exhibitions, free breast-examinations by doctors, counselling sessions by members of the Breast Cancer Welfare Association, and self breast examination demonstrations at the Mid Valley Megamall Centre Court from Oct 4 to 6; Sogo Pemas Department Store from Oct 17 to 19; and the 1-Utama Promenade (first floor at the new wing) in Bandar Utama, Petaling Jaya, from Oct 21 to 23.

The roadshow will start off with the Breast Cancer Awareness Walk at the KLCC Park at 7.45pm on Oct 2.

Golf lovers can also tee off at the Pink Ribbon Charity Golf tournament at the Kota Permai Golf Club in Kota Kemuning on Sept 29.

This year also sees the return of the Look Good, Feel Better Programme for breast cancer patients, who will enjoy complimentary makeovers by artists from the Estee Lauder brands, including Bobbi Brown, Clinique and Stila at the JW Marriott hotel.

More information on these events will be available at the Pink Ribbon activity venues. Or direct enquiries to ☎ 03-2164 0388, ext 154, 176, 138 or 130.