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"Tell Someone, In Style" polo tee, RM50, Gillian Hung

TELL SOMEONE
In Style

DESIGNER TEE PARTY

The latest effort from our socially conscious fashion front is a collaboration between The Malaysian Official Designers' Association (MODA) and Merck Sharpe & Dohme Malaysia to promote the awareness of cervical cancer. Six of Malaysia's top designers have designed unique T-shirts, with all proceeds from sales going to the National Cancer Society of Malaysia (NCSM)'s cervical cancer awareness campaign. As **BAZAAR** talks to these fine designers about the messages embedded in their designs, it's clear that there's really no better way to tell someone than in style.

Gillian Hung "My design is a polo tee, which I have surveyed and found to be the most sellable item around. That's my objective, to be able to sell every piece and raise as much money and awareness as possible."

Lester Wong "My design is very straightforward, because I just want to tell people that a simple life can be beautiful, without drinking, smoking and other habits that might lead to cancer."

Khoon Hooi "There is a design of rainbow-like circles behind a figure in the middle of my T-shirt. It's to let the patients know that there is a hope, there is a dream, and there are a lot of people who care about them."

Scott Chu "My T-shirt has four layers around the neck, which shows that there are people working together to let others know about cervical cancer, and what the problem is in Malaysia."

Jonathan Cheng "The message to people is that the world is colourful and beautiful. Because my T-shirt is cut very fitted and it's a fashionable design, people can wear it for a day out shopping or when they go clubbing, which is a good way to send out the message."

Eric Choong "My T-shirt design is something that reflects elements of love, hope and success to symbolise overcoming cervical cancer. I hope that women will be less ashamed to talk about this and make an effort to prevent cervical cancer."

The T-shirts are sold at RM50 each, and are available at Isetan KLCC and Lot 10, Parkson KLCC, and the designers' individual boutiques. For more information, tel: 03-6411 9133.



One message. One cause. *Tell Someone.*

Our very own designers, **Gillian Hung**, **Eric Choong**, **Jonathan Cheng**, **Khoon Hooi**, **Lester Wong**, and **Scott Chu** are all coming together for one important cause — to help spread awareness and education of cervical cancer in Malaysia. Join our local designers in spreading the message by giving this special gift with a noble cause to loved ones this festive season. Hurry down to Isetan Suria KLCC, Isetan Lot 10 and Parkson Suria KLCC as well as the designers' boutiques to purchase these limited edition t-shirts.

Help spread the word on cervical cancer. **Tell Someone.**

All proceeds will go to the National Cancer Society of Malaysia (NCSM). NCSM is a not-for-profit N.G.O. that does not receive government funding. Every t-shirt purchase will be tax-exempted.

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Clockwise from top left: Lester Wong, Gillian Hung, Khoon Hooi, Scott Chu, Eric Choong and Jonathan Cheng, all wearing their own designs