

> From Central

Event an affair to remember

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TSL Hong Kong
jewellery paired with
Choong's works.



WHAT do Eric Choong's creations and the Pavilion Residences have in common?

They both exude opulence.

The two were brought together in a private fashion viewing session held recently at the exclusive apartment's show gallery in Jalan Raja Chulan.

Choong showcased his favourite works from the past two years as well as the incoming Spring/Summer collection to the 23 guests, which comprised expatriates' wives and other women.

"Pavilion Residences and I have the same pursuits. We go after things elegant, trendy and beautiful," said the soft-spoken designer after a four-course lunch and the fashion show.

The models first paraded a series of flowing dresses created with minimal sewing. The dresses were glossy silk with vibrant Asian motifs on tender subtle-coloured chiffon to accentuate the wearer's femininity.

Then came a series of relatively elaborate dinner wear in darker tones, followed by Choong's signature bridal creations.

His liking for playing with different styles and materials was apparent.

He matched cheongsam's mandarin collar with European-style corset and completed the bright pink ensemble with striking red stockings.

He also blended kebaya-flavoured floral motifs with a white lace gown.

The creations were further adorned by TSL Hong Kong jewellery.

Entering the 16th year of his fashion career, Choong is working towards establishing five brands under his name. Eric Choong Pret-A-Porter and Homme will be launched in the near future, to complement the existing lines of Haute Couture, Brides and Flowers.

He has plans to bring the brands abroad and welcomes interested investors.

The Pavilion Residences, right smack in the Golden Triangle, will tower atop the Pavilion retail podium. It is said to resemble New York's 5th Avenue.

It is learned that local and international buyers snapped up 70% of the units on offer in Tower 2.



A piece that exudes Oriental appeal.

Choong likes to blend styles with materials peculiar to different cultures to create this ensemble of cheongsam and European-style corset.



An azure halter-neck evening dress made elegant with a soft black bow on the waist by Choong.