

Dreamlike romance

DREAMS of Fantasy is the latest theme of local fashion designer Eric Choong, who is famous for his wedding gowns that are lavished with elaborate embroidery and sequined details.

"For this collection, my inspiration came from a successive series of things, seen or imagined as in a dream. This year's fashion trends are diverse and conflicting, yet moving and converging to the individual," says Choong.

As such, his designs pay homage to the sleek female form and emphasise the silhouette, hence enhancing the wearer's individuality.

Choong's bridal gowns are simple with a touch of extravagance and flamboyance. He emphasises fluidity and feminine sophistication in his bridal couture.

The focus is on the cut to capture the feminine form. His designs range from the elegant bustier, the flattering A-line, off shoulder to the enduring fish tail. The skirts are flounced to provide the regal pomp and pageantry or layered to provide the flowing sensual silhouette.

Choong, 41, uses a myriad of materials, from chiffon, satin and silk to create fluidity and French lace to add elegance and sophistication to the feminine silhouette.

Finally, intricate hand embroidery, beading and appliques in the like of handsewn silk organza flowers give the wedding gowns a uniqueness that never fails to enhance the wearer's personality.

Eric Choong's latest bridal collection aims to enhance the wearer's individuality, writes **Toni Yang**



Theatrical flair

The evening collection is a fusion of rich local weaves such as batik and songket with opulent imported fabrics. Eric Choong gives it a theatrical flair with his use of strong vibrant colours and textures, and hand embellished with intricate detailing to create his signature blend of East meets West.

The simplicity of Choong's gowns allows the wearer to use it again and again.

Without the added trappings like the veil, train, gloves and accessories, the gowns can be worn at black-tie affairs or even be re-sewn as elegant cocktail dresses.

Dreams of Fantasy is a true marriage of modern pragmatism with the extravagance of a dreamlike romance.

Footnote: Eric Choong Kuala Lumpur is located at 61-1 & 63-1, Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur. For more information, call 03-2283 2113.

Unique, colourful footwear

CROCS (www.crocs.com.my) – the new breed of innovative comfort shoes – are now available in Malaysia.

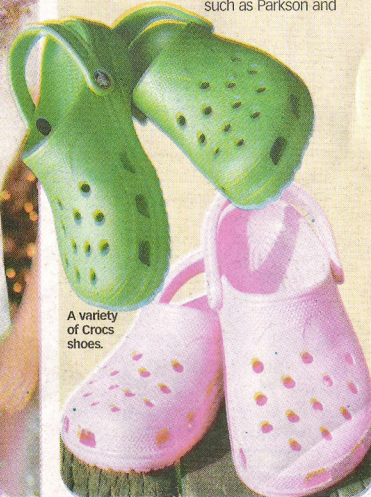
The flagship Beach model, a best-seller in every market it has been launched, is set to be a hit with both men and women. Available in 17 funky colours, the shoes offer unmatched comfort, versatility and fun.

"The young can wear these ultra-high Italian-styled shoes to the mall where it is cool to be seen in or to the beach where water and sand pass through easily. Men can slip a pair on for anything from gardening and hiking to fishing and water sports," said CROCS Asia Pte Ltd managing director John McCarvel.

"Pregnant ladies, children and the elderly or less mobile will enjoy its lightness and safety of its non-slip and non-marking soles."

At just 180g, you will hardly feel it is there. The air vents keep your feet cool and odour-free, which is very important in hot humid weather. Maintenance is also easy and you can just sterilise it in bleach and water.

The Beach model retails at RM129 per pair. The children version called Kids Cayman is also available and retails at RM119 per pair. Both are available at major pharmacies; sporting goods outlets such as World of Sports and Dive Station and departmental stores such as Parkson and



A variety of Crocs shoes.