

HELLO!

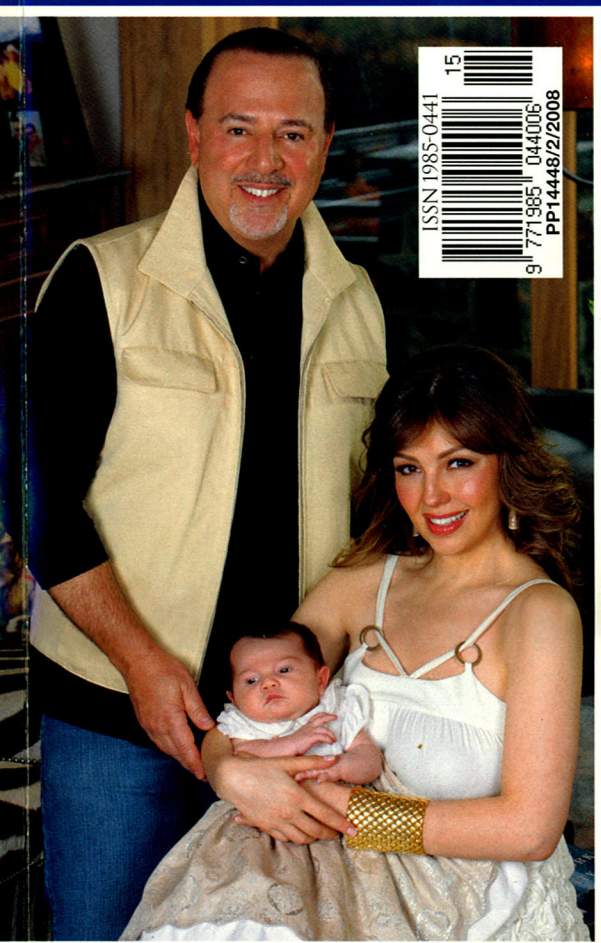
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**JENNIFER
LOVE HEWITT
IS ENGAGED**



**THE ACTRESS GOES ON A TROPICAL
GETAWAY WITH FIANCÉ ROSS MCCALL**

**MARIAH CAREY'S EX
UNVEILS NEW FAMILY**



SITI NURHALIZA
**'MY HUSBAND MAKES ME
COMPLETE AS A WOMAN'**



EXCLUSIVE
**WILL SMITH SHARES ON
LONELINESS AND ACTING
WITH HIS DAUGHTER**

**ROYAL GUESTS
CELEBRATE WEDDING OF
MASLINDA AND ARDIAN**





74 Eric Choong was named Designer of the Year at the Malaysia International Fashion Week 2007 while his collection was awarded Best Showcase of the Year. "Showcasing my collection to the international media and buyers as well as competing with the very best in the industry at the KL Six Nite was definitely the highlight of the entire event for me," he says. Eric was honoured alongside Melinda Looi, Dato' Tom Abang Saufi, Sonny San, Radzuan Radziwill and Rizalman Ibrahim during the KL Six Nite at the KL Convention Centre

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ERIC CHOONG

As Malaysia's fashion elite, otherwise known as the KL Six, showed off their latest creations at the Malaysia International Fashion Week 2007, it was Eric Choong's Spring/Summer 2008 Haute Couture and Pret-a-Porter collection that blew the fashion-savvy crowd away with its nuances of glamour and elegance. So much so that the designer was named Designer of the Year and his collection Best Showcase of the Year.

"I am very honoured that people still recognise and appreciate my work after all these years in the fashion industry, 18 years as a matter of fact," says Eric. "Showcasing my collection to the international media and buyers as well as competing with the very best in the industry at the KL Six Nite was definitely the highlight of the entire event for me."

His Spring/Summer 2008 collection, themed 'Silver Screen Glam' is inspired by 40's Hollywood (Rita Hayworth pops up to mind) and 60's glamour (think Marilyn

Monroe). Featuring dresses in narrow silhouette and embellishments in the form of coloured glass beads kept to a minimum, his Pret-a-Porter collection is made up of ready-to-wear cocktail and eveningwear that exuberate elegance and sex appeal. In contrast, his Haute Couture collection experiments with beaded, sequined tulle and French lace as well as Swarovski elements to further enhance the unique designs.

Citing his collection as a sense of expression, Eric's designs represents the women of yesterday, today and tomorrow. "The styles engineered in my current collection give every woman the chance to express her innate sense of adventure, passion and confidence. My clothes are designed for women who dress up and have plenty of trendy soirees to go to, not just for celebrity red carpet one-night stands," says the designer.

Eric was not the only one to leave the crowd impressed during the KL Six special showcase. ►

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