

mifa

Style KL

Malaysia-International
Fashion Week '07

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INTERNATIONAL DELEGATES'
VIEW ON M-IFW '07

Humbly Honoured

Eric Choong clinched two titles, Designer of the Year and Best Showcase of the Year, proving that he's still ahead of the game.



Despite taking a hiatus some time back, Eric Choong hasn't lost his placing as one of Malaysia's leading fashion talents and maintained his position as part of the 'KL Six', for the second year running.

Besides the obvious — a passion for fashion — a friendly demeanour, down-to-earth attitude and diligence is the reason for his staying power. He quickly dismisses any notion that an Eric Choong label must be expensive with a "No, lah," followed by "What's your budget?" His diffusion line, Eric Choong Pret-a-Porter, offers demicouture minus the couture price tag.

The China Fashion Association in China recognizes him as an Asian designer and continuously invites him for fashion weeks in Beijing and Shanghai. Despite the recognition, Eric remains humble. "The more humble you are, the more you'll learn. My heart is happy and my mind is at peace."

Spiritually fulfilled, Eric plans to be more involved this year with charity work for a Buddhist Association. He's also enjoying his new role as a TV host. "It's another step for me. I want to use my experience to consult on fashion." He says M-IFW has given him an opportunity to establish his name locally and internationally. "Winning the two awards is a bonus. It inspires me to work harder. Nowadays, the only person I compete against is myself."

Awards Fever

After a 4-day long event of non-stop fashion parades, M-IFW '07 ended with a bang — a glamorous and spectacular awards ceremony, Malaysian-International Fashion Awards (M-IFA). The highly anticipated and well attended M-IFA Gala paid tribute to the biggest names in fashion for their tireless efforts, commitment and contribution to the locally style scene.

The M-IFA Gala was a night to remember as we revealed the winners of the esteemed fashion awards.



The award for **Model of the Year** went to **Tinie of andrewsmodels**

Presented with an Anya Hindmarch bag by Managing Director of Anya Hindmarch, Soo Shea Pin.



The award for **Best Showroom of the Year** went to **Tiamo**

Presented with RM3,000 worth of Pelikan merchandise by Country Manager of Pelikan, David Choo.



The award for **Best Showcase of the Year** went to **Eric Choong**

Presented with RM7,000 worth of Pelikan merchandise by CEO of mifa, Syeba Yip, and writer Kee Hua Chee.



The award for **Most Promising Designer** went to **Winson Tan**

Presented with RM30,000 courtesy of mifa, RM20,000 worth of Maxima products courtesy of Maxima, RM500 worth of Tiamo merchandise including a Tiamo bag courtesy of Tiamo, RM2000 worth of products from M.A.C. Cosmetics courtesy of M.A.C. Cosmetics, RM1000 worth of Häagen-Dazs products courtesy of Häagen-Dazs and a contract with Padini.



The award for **Designer of the Year** went to **Eric Choong**

Presented with RM30,000 worth of Maxima products courtesy of Maxima, RM500 worth of Tiamo merchandise including a Tiamo bag courtesy of Tiamo, RM3000 worth of products from M.A.C. Cosmetics courtesy of M.A.C. Cosmetics and RM1000 worth of Häagen-Dazs products courtesy of Häagen-Dazs.



The award for **Best Avant-Garde** went to **Winson Tan Kim Ee**

Presented with RM5,000 courtesy of Häagen-Dazs by Marketing Manager of Häagen-Dazs, Mary Lai and Pakistani fashion designer Deepak Perwani.



The award for **Best Evening Wear** went to **Jessica Chuan Xi Yin**

Presented with RM5,000 courtesy of mifa, RM2000 worth of M.A.C. vouchers courtesy of M.A.C. Cosmetics by fashion designer Rizalman Ibrahim and songbird Fauziah Latiff.



The award for **Best Casual Wear** went to **Winson Tan Kim Ee**

Presented with RM5000 courtesy of mifa by Sonny San, mentor for Mifa8 and actress Natasha Hudson.

Six In The City

Malaysia's fashion ambassadors ruled the runways as each unveiled a collection worthy of international praise.

For the last four years, 'KL Six' — six of the best homegrown talents have led the way as far as fashion is concerned. The selected six are chosen by a panel of judges from the media and fashion industry based on their popularity, success and recent achievements. Though the team of six changes annually, the goal remains the same — to bring local fashion to the world and vice versa.

The Edge and sister publication, the Sun, played host to this year's KL Six — Eric Choong, Melinda Looi, Radzuan Radziwill, Rizalman Ibrahim, Sonny San and Dato' Tom Abang Saufi — at a gala night attended by Y.B. Dato' Dr. Ng Yen Yen, Deputy Minister of Finance.

With a collection that smacked of global appeal, the six design stalwarts once again convinced the local and foreign media that KL is home to some of the best talents in Asia.



Eric Choong

Eric's chic silver, champagne gold and black dresses breathed of glitz and glamour, perfect for trendy soirees, charming cocktails and romantic dinners. Swarovski crystal embellishments provided the 'bling' needed to look like a Hollywood starlet.

Melinda Looi

The stage opened to reveal a giant styrofoam doll making provocative sounds. Naughty nighties, lacy lingerie and satin dresses were what Melinda described as "a soft, femininely, flowy yet sexy collection that expresses your individuality and a holiday escapade."

Radzuan Radziwill

Layers of white chiffon, billowy sleeves and flowy fabrics created an ethereal setting where models appeared like garden fairies dressed by Mother Nature. The use of olive, green and gold seemed inspired by the colours of foliage, and lilac, pink and blue, the shades of floral fantasies.

Rizalman Ibrahim

Ziana Zain opened the show followed by a bevy of beauties in simple silhouettes that emphasised the importance of a good cut. Soft fabrics draped effortlessly over the body while balloon skirts and puff sleeves dominated the runway.

Sonny San

The business-savvy designer continued to roll out feminine, fluid and minimalist styles but with a little more attitude. Loose silhouettes that exuded an easy, breezy nature could be seen in tunic dresses, blouses, pleated dresses and Grecian-inspired gowns.

Dato' Tom Abang Saufi

The batik queen's luxury resort collection was a delicious fusion of colours — lime green, black, grey, silver, fuchsia, sapphire blue and chilli red — that culminated in sequined skirts, asymmetrical tops, kaftans, diamante encrusted V-necks and Mondrian prints.