



MEN'S

folio

NOV
DEC
2007

FIRE IN WINTER

FESTIVE
FANCIES
2007

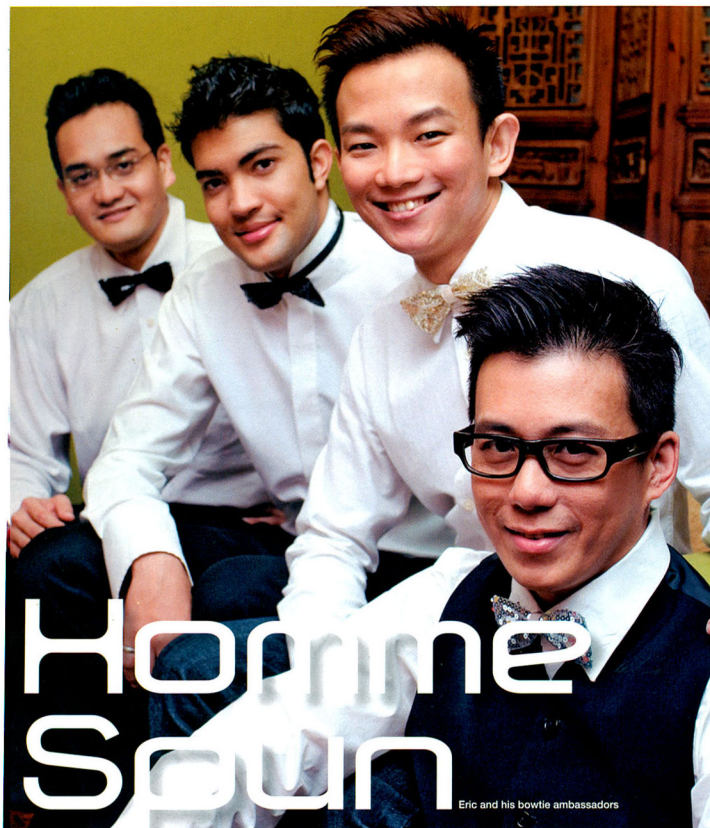
PRICE RM8.00



30

01771671 400003

TEXT NICOLE FOO
PHOTOGRAPHY VINCENT PAUL YONG
HAIR & GROOMING MICHELLE TAN



Eric and his bowtie ambassadors

Eric Choong doesn't believe in rushing into things. A sartorial darling of Malaysia's well-heeled socialite scene ever since the couturier first set up his atelier in 1990, Eric has draped many a blushing bride, dazzling tai-tai and discerning fashionista in his luxurious and beautiful gowns. When it comes to menswear, however, it has been a different story altogether – only a small number of clued-in dandies have been lucky enough to be clad in his bespoke designs for the past two years that he has decided to experiment with menswear.

But better late than never, so they say, and Eric's cover looks like it will be blown to full effect following the official unveiling of Eric Choong Homme, a made-to-measure service that bears all the hallmarks of his signature couture tailoring. "I have been designing for my friends and the partners of my customers for a while now and the feedback has been so good that I've decided to finally announce to the public that Eric Choong Homme is here," says the genteel designer who is a graduate of the Hong Kong Institute of Fashion Design.

Well known for using luxurious fabrics as well as intricate decorative detailing and modern interpretations of traditional Malaysian elements in his women's wear (he currently has four main ladies' lines – Eric Choong Haute Couture, Pret-a-Porter, Brides and Flowers), Eric Choong Homme will call out to spiffy gents who embrace old-world sartorial codes. A glance at his showpieces reveal items such as tuxedo shirts with gorgeous ruffles and sharp suits in linen, viscose, gabardine and cotton for that second-skin fit. Just the kind of clothes for men to bask in some shine on their wedding day or at some swanky black-tie engagement.

For his first menswear campaign, Eric has chosen to put the spotlight on bowties as a key accessory. "The bowtie has such a rich history of old-fashioned chivalry; when a man puts on a bowtie, his true character shines and even an uncouth man transforms into a gentleman!" says Eric. "I love the marriage between old and new, so while the bowtie might have an Ah Pek image, my use of sequinned fabric will make it a fashion staple."

To ensure his everyone-can-be-dandy message gets across, Eric has taken the unconventional step of rounding up professionals from different industries (as opposed to using professional models) to be ambassadors for the launch of his bowtie collection. They include airline pilot Dinesh Alwyn; orthopaedic specialist Dr Shamsul Hussein and this magazine's very own editor William Kee. ●

ESTABLISHED WOMEN'S WEAR COUTURIER ERIC CHOONG LAUNCHES HIS LONG-AWAITED MENSWEAR COLLECTION AND GIVES MEN'S FOLIO AN EXCLUSIVE PEEK INTO HIS MODERN DANDY WEAR TINGED WITH OODLES OF NOSTALGIA



Bling-bling bowtie



"The bowtie has such a rich history of old-fashioned chivalry; when a man puts on a bowtie, his true character shines and even an uncouth man transforms into a gentleman!"

– Eric Choong, founder of Eric Choon Homme