

There Is No End, There Is No Beginning, There Is Only The Infinite Passion Of Life

PASSIONS

For Those Who Lead Extraordinary Lives

F1 The Passion that Captures the Glory
of Triumph and the Agony of Defeat.
All in a Moment of Truth.



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Above:

This is one of the most beautiful gowns I have ever seen - so Marilyn Monroe, giving me the most tantalising curves ever. I wanted to wear either this or Carven's black mermaid, and couldn't decide which for the finals. We tried it with different jewellery and I wanted to keep it for the evening gown competition category but they didn't have any.

"My dream?" he laughs in that infectious way that only Eric has. "My dream is to have my brand live on forever without me.." To be immortalised forever by one's creations, is a wonderful aspiration indeed only desired by those who know they are worthy of such legacies. And we don't doubt it at all, Eric, not one bit. From drawings to watercolours to fashion couture, there is absolutely no stopping the one-in-a-million creative genius of Eric Choong in his dream to pursue it all and we wish him all the best - with a kiss on that cute nose.

Eric Choong Kuala Lumpur can be contacted at 603 - 22832113

This ravishing ensemble that capitalises on Eric's invigorating choice of material (songket) and his regally bold and colourful statements, made it to top 6 costumes. I wore it for the Parade of Nations and it was simply glorious on stage! Everybody wanted to know where it came from and I became the ambassador of Malaysian fashion designers during the whole pageant - loving every minute of my role play!!!

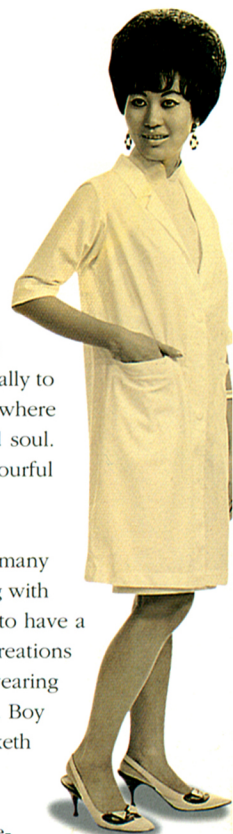
Eric Choong

I love Eric Choong's décor - the funky shade of green and warm, delicious magenta that adorn the walls are so much in line with his bubbling, enthusiastic, charismatic persona. You just want to catch him, squeeze his cheeks and plant a kiss on his very cute nose. Talking comes naturally to him, his expressive hands and features as he talks tells you where the inspiration for his designs come from - his heart and soul. And like the man, the clothes are quirky, different, fun, colourful and dares to be different.

He seems to have a love for songket and you can see many clothes that combine the authenticity of traditional weaving with the ultra modern funkiness of design. As I said, you have to have a character and a personality to carry off Eric Choong creations perfectly. It can also be the other way around - if you are wearing Eric Choong, people are apt to say, "Wow, look at that girl. Boy does she have personality!!!" Sometimes the clothes does maketh the person.

Inspired very much by his iconic mother, who was a make-up artist and hairstylist for beauty pageants back in the 1970's, Eric was encouraged all the way to pursue a dream that took him through the various hardships, stress and routes of an unpredictable fashion world to be where he is today - one of KL's top 6 fashion designers as voted by a recent Fashion Festival.

"I am drawn to the timeless, vintage looks of Audrey Hepburn, where a beautifully clean cut of the cloth is the fundamental aspect of the entire design. I keep my themes simple and either in classic black and white or a fusion of colours."



The fashionable mom who became an inspiration and an encouragement for the budding creative genius that was Eric.

