

ERIC CHOONG

Spring/Summer 2008 My current collection is a play on contrasts; a tension between strength and vulnerability, structure and softness and light and shade. This collection projects metallic reflection and the contrast of soft silhouettes. I believe my collection speaks directly to a woman's instincts.

What inspires you on a daily basis? I want to make women who wear my clothes more feminine, beautiful and confident.

Fashion icon Audrey Hepburn, for her femininity and classic silhouette.

Fashion mistake? I have seen many women wearing open-toed shoes with stockings. That is definitely a no-no! Even though it is not necessary to colour the toenails, always ensure that the toenails are clean and pedicure-d. Also, the colors of the belt, handbag and shoes when worn together must project a coordinated, as opposed to a contrasting look.

His philosophy in life and work I always try to keep an open mind when faced with challenges and obstacles because things are usually not what they initially appear to be until one has discovered the truth or actual reason behind each challenge.

Giving back to society It took a lot of hard work and time to be where I am now and I am fortunate to be treated as a celebrity in this country. I believe in giving back to the society through charitable cause using my name, brand or reputation.



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