

# Female brides



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Newlywed

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FAZIRA**

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# Get the Perfect Gown!

*Don't want to be left behind the design wagon when it comes to picking out a gown? Here, popular bridal designers spill on what's trendy, new and most importantly, perfect for you.*

TEXT Jennie Khoo PHOTOGRAPHY Alvin Liew ART DIRECTION King Shier Lee MAKEUP Deric Lim/Diva Production  
HAIR Freddie Tay/Salon Esprit MODELS Camilla/Diva Production; Anastasia/Faces Model Management

Just how does a girl go round selecting the best gown for her big day? The temptation is to flick through bridal magazines and find the hottest new trends or designs you think you would like most to wear on the day. Bridal designers however, advise differently, stressing the importance of working closely with your designer to find something that suits you rather than just blindly following trends.

Want something new and trendy for your wedding? We speak to four very different bridal designers about their signature styles and what it takes to find the perfect wedding dress.



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## ERIC CHOONG

As one of Malaysia's pioneers in bridal wear, Eric Choong established his label 18 years ago. He has worked with high profile clients such as the Orient Express and Moët & Chandon, and has done many international shows in Singapore, Thailand, Hong Kong and China.

The designer recently scooped up two awards at the Malaysian International Fashion Awards 2007 for Best Designer and Best Showcase of the Year.

People too often dismiss his creations because they feel it would be too expensive but Eric shares that his gowns span a wide range and he is happy to work closely with clients to meet their budget.

If you want to make a splash, Eric can help you go all out by providing full wedding planning services. "I love designing wedding gowns because I love seeing people happy!" he says.

## WHAT ARE THE CURRENT TRENDS IN BRIDAL WEAR?

**ERIC CHOONG:** Designers are using a lot of modern art motifs; it is like a tribute to classic painters. The look is very grand; lots

of volume, layering, hand-made details like rosettes, ribbons and beading. Next year, I am following a more red-carpet style so the look will be very Hollywood. You will see lots of fabrics like tulle and French lace, and I will be using Swarovski crystals in my gowns.

## WHAT IS THE BUDGET FOR A PERFECT GOWN?

**EC:** You don't need to spend a lot of money to have a great gown. Many people get put off by the Eric Choong label and think you have to spend a lot of money. You don't! You can always tell your designer what your budget is and work from there. Or, you can buy a gown from the designer off the rack at a moderate price and get him to add things to the gown or modify it.

## HOW DO I MAINTAIN AN ASIAN IDENTITY IN MY WEDDING DRESS?

**EC:** I would use a mandarin collar but modernise the look by using French lace. Or, instead of having a traditional cheongsam bottom, I would make it an A-line or fish-tail cut.

## WHAT ADVICE CAN YOU GIVE FOR HAIR AND MAKEUP?

**EC:** Don't do anything too heavy and don't have a complicated hairstyle. Keep your look very classic and clean. Don't let the outfit wear you – you need to carry the dress.