

# MAXIMA MOVES INTO FASHION

**Already well known among consumers and celebrities for its innovative wardrobe systems, Maxima now plans to penetrate the fashion world.**

**M**AXIMA, among the first wardrobe specialists in Kuala Lumpur, will be turning six this month. Looking back, the company has come a long way, starting off with only a basic range to becoming one of the most complete wardrobe suppliers in the country with three ranges of wardrobe series.

Maxima wardrobes are well known for the anti-jump system, which helps prevent sliding doors from popping out of its track. The anti-jump system at Maxima employs a screw-adjusted system, which is more effective than the usual spring system where there is still a chance of sliding doors becoming dislodged.

Aside from this, Maxima wardrobe doors also come with four rollers to help keep it in place for added security.

To date, Maxima wardrobe

systems have gotten positive response from its clientele. To add to buyers' peace of mind, the anti-jump system also comes with a 10-year warranty.

Already well known among celebrities such as local interior designer and TV host Eric Leong, Maxima plans to penetrate the fashion world as well.

During the recent Malaysian International Fashion Week, Maxima was the main sponsor of the top two prizes for the Designer of the Year and Most Promising Designer awards.

Maxima sponsored RM30,000 worth of Maxima products for the Designer of the Year and RM20,000 for the Most Promising Designer.

"We sponsored the prizes for the Designer of the Year and Most Promising Designer because we feel that the fashion

industry is closely interrelated with ours, in the sense that the designers produce the clothes and we produce the wardrobes to house these clothes," said Maxima managing director S.N. Tai.

Besides the prize sponsorship, the Maxima showroom in Taman Tun Dr Ismail was used for a shooting of an episode of *MIFA 8*, a reality programme for budding designers, from which the Most Promising Designer award winner was chosen.

*For more information, contact Maxima outlets at Ampang (03-4252 5508), Klang (03-3324 8116), Puchong (03-8060 8272), Subang Jaya (03-5636 8191), Taman Tun Dr Ismail (03-7727 9116) and Ipoh (05-545 3113). Alternatively, visit [www.maxima-wardrobe.com](http://www.maxima-wardrobe.com).*



**Designer of the year:** (From left) Malaysian International Fashion Week host Adeline Choo, MIFA chairman Heah Sieu Lay, Tourism Ministry secretary-general Datuk Dr Victor Wee, designer and award winner Eric Choong, Tai and host David Yee.



**Most promising designer:** (From left) Choo, Heah, Dr Wee, MIFA 8 designer and award winner Winsong Tan, Tai and Yee.