

MALAYSIA

THE PEAK

AUGUST 2008

PEOPLE
STYLE,
DESIGN
& MUSIC
MAKERS



FANTASTIC 5

THE FABULOUS MEDIA PRIMA BOYS

prints charming

Celebrate Merdeka this month by wearing batik in style.

Styling **Tahir Alhamzah** Photos **TianXing** Art Direction **Lau Wei Wei** Hair & Makeup **Mango**
Model **Maciel Moreno** / **andrewsmodels** Location **Wei-Ling Gallery**



Eric Choong Kuala Lumpur
white cotton shirt with black
and white batik appliqué,
(RM850) and **Don Carlo** by
St Andrea woollen trousers in
navy from Platinum III (RM1,500)



Eric Choong
Kuala Lumpur
cotton shirt
in white with
black trimming
and colorful
beaded batik
appliqué (RM950)
and **Don Carlo** by
St Andrea woollen
trousers in navy
(RM1,500).



TIMEPIECES

THE PEAK SELECTIONS

DESIGNING TIME

Five Designers
Dream Up Their
Debut Watch
Collection

AS TIME GOES BY

Watch Museums
to Visit

LUXE LIST

GENEVA 2008,
TOP WATCHES
& WHO'S WHO
OF THE ASIAN
WATCH INDUSTRY

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DESIGNING TIME

TAHIR ALHAMZAH GETS FIVE CELEBRATED MALAYSIAN DESIGNERS TO TRANSLATE THEIR SIGNATURE STYLES INTO TIMEPIECES.

Photos **Law Soo Phye** Art Direction **Lau Wei Wei** Hair & Makeup **Mango**

Watchmaking is inextricably associated with Switzerland but the trend of big name fashion houses teaming up with manufactures to create stylish timepieces can't be ignored either. In this spirit, *The Peak* asks five well-known names on the Malaysian fashion scene to sketch what their debut timepiece collection would look like should the chance to extend their fashion collection ever arise.

ERIC CHOONG

On his design philosophy:

A design must not only look beautiful but it must also be practical for use or wear. There must be a reflection of the technical artistry and creative spirit that goes into crafting the design. Whenever designing, I always have this motto in mind: Fine style never goes out of fashion.

On his designs for Eric Choong

Kuala Lumpur:

My styles have certainly changed after all these years, and that reflects my maturity and perhaps wisdom in the industry. Notwithstanding, my designs always reflect my signature elements of elegant structures and technical refinement.

On his watch design:

The elegant silhouette in this sketch has been designed with a timeless style, resulting in a beautiful watch, unlike the usually testosterone-loaded looking timepieces. The fine and meticulous detailing, without hefty dimensions, creates a luxurious looking watch which is still practical in usage.

Watchmaking or clothes-making?

If the opportunity arises, why not? A watch is also a fashion statement!

