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# Charity meets couture

Malaysian designers get behind  
Estee Lauder's global campaign  
against breast cancer with a  
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An icing pink gown  
by Ridzwan Bohari.



# Stand out in pink

**Five Malaysian couturiers pitch in with an exclusive gown each for the Estee Lauder breast cancer awareness campaign.**

By **WONG LI ZA**  
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**S**EQUINS, chiffon and frills would hardly be priorities in the lives of women who are in epic struggle against illness, or even fighting for their lives.

But the lighter side, such as gorgeous designer clothes, is like a reminder on the beauty of life and a reason to live it well.

Fashion can also give hope in many other ways.

The caring side of Malaysian designers springs into action again tonight, at the charity gala dinner in conjunction with Breast Cancer Awareness Campaign, organised globally by Estee Lauder Companies.

Five Malaysian couturiers – Carven Ong, Eric Choong, Khoon Hooi, Ridzwan Bohari and Datuk Tom Abang Saufi – have each designed an exclusive, pink-inspired gown for auction. The designers have been loyal supporters of the Estee Lauder project for the past few years.

Renowned jeweller De Gem also created an exclusive Italian-inspired Soleluna Jewellery Collection for auction.

The starting bid for the dresses is RM2,500 each and for the Soleluna Jewellery, RM10,000.

This year, the theme is "World Pink. World Without Breast Cancer. Wear a Pink Ribbon. Make a Difference", marking the Company's 16th year fight against breast cancer.

In Malaysia, the campaign has been held for 12 years, with many charity events and educational activities organised to raise funds and create awareness.

This year's events included a beauty workshop, a charity golf event, awareness roadshows and also sponsorship of mammograms.

## Charitable designs

Eric Choong included just a touch of pink in the form of a sash below the bust line.

Choong used white tulle lined with gold skin satin. The colour of gold in satin, he explained, is to encourage women to shine in their lives.

"I want to send the message that women should still be confident of themselves and not be afraid of the disease," he said.

The highlight of the dress lies in the bust area, which is embellished with Swarovski crystals and hand-made rosettes, the latter to portray elegance and femininity. An orange floral motif on the left shoulder adds to the charm of the outfit.

Participating in the charity event is meaningful for Choong, who has customers and friends who have both survived and succumbed to breast cancer, among them the late Datin Seri Paduka Endon Mahmood whom he described as his mentor.

"I want to use my reputation to (help create awareness) and also encourage husbands and boyfriends to support their partners who have breast cancer," stressed

An off-white and light pink dress by Carven Ong.

A bold pink dress by Khoon Hooi.

A deep pink, hand-beaded dress by Datuk Tom Abang Saufi.

A white and gold dress with pink sash by Eric Choong.

Choong, who has been involved in the campaign for five years.

Meanwhile, Carven Ong's design is a feminine, off-white and light pink dress inspired by the butterfly.

Using chiffon silk, he created a flowy, empire cut dress with beading work in the bust area, which also features interesting piping and lace patterns.

"The gown is easy to wear and comfortable, suitable for both the red carpet and ballroom," he said.

Ong has also participated in Estee Lauder's Breast Cancer Awareness campaign for five years.

"We need to continue creating breast cancer awareness because of the high level of incidents in the country," said Ong.

Pink also happens to be Ridzwan Bohari's signature colour. For the auction, the designer created an icing pink and blue halter neck dress using exclusive hand-painted fabric.

From his Spring Summer collection, the empire-cut garment features the "folded fan" design, similar to pleats, to form a slim look.

"I also created a three-dimension effect with rose appliques at the bottom of the dress," said Ridzwan, adding that the blue and pink roses are embellished with pearls and Swarovski crystals.

Not surprisingly, Khoon Hooi's shocking pink creation is perhaps the simplest in design, yet unfailingly elegant. The silk chiffon dress with twisted organza details features a unique ribbon pattern along the neckline. The form-fitting silhouette of the short-sleeved outfit finishes with a flourish, in a fishtail hemline.

Datuk Tom Abang Saufi's hand-beaded silk chiffon dress showcases her trademark designs, sans the batik.

The demure yet stylish, deep pink creation

An exclusive Italian-inspired Soleluna Jewellery Collection by De Gem.

features a mod spiral, sequined motif below the chest, bell sleeves and panels across the chest area.

Beads and sequins embellish the dress throughout, which is worn with a tube underneath.

■ Tables for the Charity Gala Dinner are priced at RM3,000 and RM5,000. For enquiries, please call Caryne Ng at ☎ 03-2092 6000 ext 182.