

## Breezy and bright

Posted by: Phat Mama Post(s) by this blogger

A spiritual journey to Nepal this year resulted in Malaysia's fashion designer Eric Choong's Spring/Summer 2009 collection, showcased at the recent Malaysia International Fashion Week 2008.

Eric highlighted two sets of collection - Haute Couture and Pret-a-Porter, both inspired by the ocean.



Eric Choong (centre) shares the limelight with his models.

It must have been months of painstaking work for Eric and his team putting the collections together. The Haute Couture collection is rich in handmade rosettes and ruffles that symbolized elements from the sea such as seashells, corals and even fish fins.

Eric's eveningwear highlighted the hourglass silhouette of a woman, draping them in luscious transparent tulle with sequined fabrics and lace while colours are kept vibrant in shades of blue, purple, green and red.

The Pret-a-Porter collection is the mellow side to Eric's designs. They feature a more chic-casual look with tops in canary yellow, vermillion orange, beige, white and black matched with Capri pants and layered skirts.

This year's surprise for many of Eric Choong fans is the generous use of Swarovski crystals in most of his designs. All hand-sewn, Eric sees the use of these crystals as a "creative expression" that complements the "inner beauty of every life form". They have, as what Eric says, a "timeless, precious quality".



Footwear for this special showcase was provided by Tiamo and the crystals from world-famous Swarovski crystal now known as the brand Crystallised (TM)-Swarovski Elements. Swarovski, the world's largest producer of precious cut crystal is known for its collaboration with Chanel, Christian Dior, Armani, Versace, Gucci and Prada.

Eric, who will be representing South East Asia at the Sydney Bridal Fashion Week next year, conceived his Eric Choong Haute Couture label in 1990. The Eric Choong Pret-a-Porter and Eric Choong Homme labels meanwhile were only recently launched.

Being one of the leading authorities in the Luxury Bridal Wear market, Eric is known for his love of luxurious fabrics in deep textures and rich colours. His designs more often than not highlight the clever combination of these fabrics along with his signature cuts and intricate detailing.

Going by his philosophy: "Fine style never goes out of fashion", Eric indulges in creating outstanding pieces that combine modern and classic designs, both of which, he has tremendous respect and appreciation for.



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The Malaysia International Fashion Week 2008 started on Nov 26 and ended on Nov 29. The event also featured young designers Jason Yek and Randdy Goh as well as reputed designers Tom Abang Saufi, Melinda Looi, Sonny San, Radzuan Radziwill, Sharifah Kirana and Teresa Thian.

The Designer of the Year award went to Sonny San while Gwen Loo bagged the Model of the Year award. There was no award given out for this year's Best Collection Showcase of the Year.