

Lux Masquerade Princess Search Grand Finals

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The **Lux Princess Search** final journey (a journey started 3 months ago), was showcased in a series of nostalgic snapshots caught on camera which came to a dramatic end as the curtains were raised to reveal the six stunning princesses each standing still, struck in a mesmerizing pose. The six soft skinned beauties then took to the cat walk emerging in their ethereal glory dressed in Eric Choong gowns and elegant Lewre footwear.

After a very tough decision making process the judges finally deliberated, with lovely soft skinned beauty Nurfilzah Farhah Bt Azman aged 21, announced as the Lux Masquerade Princess grand prize winner receiving prize money of RM15, 000.00 and a chance to star in the upcoming LUX television commercial.



This event by LUX is like a comeback to the glory days of glamour by LUX, I remember way back in the seventies and eighties, LUX was the epitome of glamour. Whilst Lux has retained its commercial standing by always using the very top actresses as their spokesmodel, the brand's evolution has seen a its consumer base changed. This event again has brought back glamour to the grassroots...glorifying the everyday beauty. And it was a grand opportunity for Malaysians to have their pictures taken during the roadshows and a chance to be dressed up as a masquerade princess. To the parents and all the young girls especially the finalists, it was chance of a lifetime. You could see it on their faces (we did, cos we were seated at the parents table , and got to know one or two parents). I take my hats off to them for having the courage to believe in themselves, for standing up and dare be judged on a very painful aspect for a lot of girls, their appearance. And I do commend LUX for the amount of training and grooming they gave and the prizes they won. The paths these girls now walk will be completely different especially for the winners, from the experience and the gruelling training to turn ducklings into swans and I hope it will be a path that has made them realized, impossible is nothing. My only comment , their Q&A answers sounded a little too coached.



The three winners : Felicia Tan (2nd runner up), Nurfilzah Farhah Bt Azman (LUX Princess), Katerina Jayne Perry (2nd Runner up)



The winner: Nurfilzah, showing her winning pose.