

FASHION



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Haute Couture

Spring & Summer
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Haute Couture

ERIC CHOONG

Spring - Summer 2009



Some say that good designers are **BORN**, whilst others say they are **MADE**.

In Eric's case, he is certainly the result of both. As a child, Eric possessed a natural creative disposition. This was observed and noted by his mother, a well-known make-up artist, who further inculcated his passion for the arts by providing him with an artistic environment during his youth which has had a profound and inspirational impact on him since.

A graduate of the Hong Kong Institute of Fashion Design, the "Eric Choong Haute Couture" label was conceived in 1990 upon his return to Kuala Lumpur and the setting up of his first atelier.

Based on Eric's firm and guiding philosophy that "fine style never goes out of fashion", the label quickly became known for its modern & sophisticated approach to creations gestated from ideas endemic to Malaysian culture. Praises were quickly earned from the fashion elite for the label's unique fabric combinations, exquisite cut, signature intricate detailing and modern interpretation of classic designs.

Encouraged by his clients' response and obliged by requests, Eric naturally extended his eclectic design sensibility to bridal trousseau. Eighteen years later, Eric is now regarded as one of the leading authorities in the luxury bridal wear market.

Eric's position as a pre-eminent bridal and evening wear couturier has only been one aspect of his vision.

Part passion and part belief in providing the definitive experience to his esteemed clients, Eric has recently expanded his touch on other facets of fashion with the creation of his newly launched "Eric Choong Prêt-a-Porter" and "Eric Choong Homme" labels.

LAUNCH OF ERIC CHOONG SPRING / SUMMER 2009
HAUTE COUTURE AND PRET-A-PORTER COLLECTION

"RHYTHM OF THE OCEAN"

Kuala Lumpur : As one of the congregating members of Malaysia's fashion elite known as the "KL Six", Eric Choong will be launching his Spring/Summer 2009 Haute Couture and Pret-a-Porter collection at the Malaysia-International Fashion Week 2008 held between 26 to 29 November 2008 at The Gardens Hotel & Residences.

Every year, Eric sets time aside to escape from fashion-world frenzy and goes on a trip to catch his breath, looking for those moments that strike in the stillness of being removed from ordinary life. This year, Eric, a devout Tibetan Buddhist, embarked on a spiritual journey to Nepal to discover his inner self and to reflect on the vagaries of life. Upon his return, he has this to say, "In a reaction to decades of consumer excess and ceaseless technological advancement, we should embrace a softer, more escapist mood. The focus is shifting from ostentatious images to deeper issues, such as sustainability, climate change, global poverty and ethical trading. With everything that is going on in the world right now, there is no way we can be irresponsible in art, in politics or with nature. Being a designer is not about ego. It is about a need to share what one imagines to be a dream-like, beautiful world."



For this season, Eric looked to the ocean for inspiration. Evoking the wonder shapes found on the ocean bed, the haute couture collection featuring hourglass columns, strategically combines transparent tulle with sequined fabrics and lace, in the hues of aquamarine, Capri blue, amethyst purple, dark indigo, olivine green and Indian red, scattered with handcrafted rosettes and ruffles symbolizing fish fins, sea shells, corals and other nature's geometry in a three dimensional angle, together with CRYSTALLIZED™ - Swarovski Elements cascading down the body to shed light on the mix of fabrics and bare skin. Commenting on the use of crystal elements, Eric explains "Every life form has an inner beauty that glows from within." He further adds, "This handmade approach to creative expression, without recourse to artificial manipulation techniques, fits perfectly with the growing desire to produce work that is economically sound, gorgeous to look at and emotionally engaging; work connected to nature, to a global consciousness, to human kind."

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Prêt à Porter
ERIC CHOONG
 Spring - Summer 2009



In a slow-down mood, the prêt-à-porter collection features breezy silhouettes in the likes of canary yellow and vermillion orange shirt dresses, beige and white blouses matched with Capri pants and skirts in layers of flounces, the colours and styles of which reflect the sandy shores, the ocean waves and sun rays. "The central idea of this part of the collection is about reconciling the body and mind to achieve inner calm. Currently, there is a heightened interest in reflective pursuits such as yoga, meditation and slow food cuisine. With eyes and mind open, you make the time to appreciate life, seeing poetry in the chaos and art in the tiniest of things."

When asked his notion of an Eric Choong woman, he responds, "I have always liked to think of her as strong, passionate, free and she likes to interpret the clothes she wears, to add personal and individual touches. She is a woman who does not allow herself to be influenced by outside pressures, who does not compromise and does not allow herself to be ordered around. Actually, she is the one giving the orders. And she certainly resembles me in terms of freedom and passion." He poetically adds, "I love the sense of memory clothes can evoke. When a woman puts on one of my dresses for the first time, I want her to feel like she has worn it before. It should immediately feel like it belongs to her."

On his collaboration with CRYSTALLIZED™ - Swarovski Elements, Eric explains "I love using CRYSTALLIZED™ - Swarovski Elements because as an eveningwear designer, they add that edge of high voltage glamour. Subtlety works sometimes, but there is nothing like crystal elements to push a dress over the edge into pure opulence. As CRYSTALLIZED™ - Swarovski Elements sparkle like jewels, they make women sparkle too. CRYSTALLIZED™ - Swarovski Elements have a timeless precious quality."



ERIC CHOONG
 SOLO SHOW

Malaysian

INTERNATIONAL FASHION WEEK



SPRING & SUMMER 2009
HAUTE COUTURE & READY TO WEAR































