

Rhythm of the Ocean

ERIC CHOONG LAUNCHES HIS SPRING/SUMMER 2009
HAUTE COUTURE AND PRET-A-PORTER COLLECTION



Sharing the limelight ... Eric Choong and a model.



by **Chin Lee Kam**

EVERY year, fashion designer Eric Choong 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.

Last year, Choong, a devout Tibetan Buddhist, embarked on a spiritual journey to Nepal to discover his inner self and to reflect on the vagaries of life.

"The focus is shifting from ostentatious images to deeper issues, such as sustainability, climate change, global poverty and ethical trading," said Choong.

"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."

For his Spring/Summer 2009 collection, Choong looked to the ocean for inspiration to create "Rhythm of the Ocean" haute couture and prêt-a-porter collection.

The haute couture collection is a fascinating journey into a mysterious, dreamy world of the deep ocean bed. Hourglass columns and transparent tulle with sequinned fabrics and lace in hues of aquamarine - Capri blue, amethyst purple, dark indigo, olivine green and Indian red, are scattered with handcrafted rosettes and ruffles symbolising nature's geometry, together with Crystallized - Swarovski Elements to shed light on fabrics and skin.

On his collaboration with Crystallized - Swarovski Elements, Choong explained: "I just love them. 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 opulence."

In a slow-down mood, the prêt-a-porter collection gives a chilly feeling of sunbathing on a sunny beach. The 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.

"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," added Choong.

This spring/summer, dive into the deep ocean and feel the resonance with nature through "Rhythm of the Ocean" collection for a different take on fashion.

"Being a designer is not about ego. It is about a need to share what one imagines to be a dreamlike, beautiful world," said Choong.