

## Channeling Audrey

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At Malaysian International Fashion Week 2009, Eric Choong unveiled his Pret-a-Porter and evening gown collection that showed Eric's love for Audrey Hepburn. "I adore Audrey Hepburn utterly and tremendously, as is evident by this collection inspired by the legendary actress and great humanitarian. I grew up watching all her twenty-eight movies and like millions, fell captive to her effortless grace, aristocratic movements, elegance and wit. To this day, she is the unsurpassed fashion and style icon of all times in my books."

As a result of Eric channeling his love of Audrey to his collection, his Pret-A-Porter 2010 collection is nothing short of sophisticated, modern and wearable. Looking through his entire RTW, you can't help but be slightly reminded of Lanvin's SS10 collection, no?



Reinventing and reinterpreting the classic 'LBD' (Little Black Dress) that was immortalized by Audrey Hepburn in *Breakfast At Tiffany's*, Eric tried to recapture that spirit and provide a modern take on his version in duchesse satin with a belted waist, reminiscent of her styles in movies like *Roman Holiday*, *Funny Face* and *Sabrina*.

"I have let my imagination run free in designing this intimate and personal collection. I reworked every gown multiple times to capture the quintessence of Ms Hepburn. The styles engineered herein give every woman the chance to express her innate sense of adventure, passion and confidence. Once the pieces were ready, almost instantly their names came to me ... Ann, Sabrina, Natasha, Holly, Eliza, Ariane, Gabrielle, Reggie, etc ... all deriving from Ms Hepburn's title roles in film and theatre."

**Eric Choong unveiled his Pret-A-Porter 2010 Collection at MIFW on Thursday 5 November 2009. For more info log on to [www.ericchoong.com](http://www.ericchoong.com). Eric Choong is located at 61-1 & 63-1 Jalan Telawi 3, Bangsar Baru, Kuala Lumpur.**