

Going pink for a cause

OCTOBER 1, 2009 | 13:27 | WEDDING DRESS BY : TEAM X

FASHION and fervent effort to fight breast cancer come together once again this month. Five local designers have each conceived a dress for auction for the Estee Lauder Companies Breast Cancer Awareness Campaign 2009 to help raise funds and create awareness on the importance of early detection.

Eric Choong One-shoulder, silk satin and tulle dress from Eric Choong. Sourcing his inspiration from Audrey Hepburn is Eric Choong, who created a lovely one-shoulder, silk satin and tulle dress for the auction.

“Audrey is among the most admired and beloved actresses of all time. She is a timeless symbol of elegance and sophistication. My creation celebrates her grace and beauty, highlighting her memorable role as Sabrina Fairchild in the film Sabrina,” says Choong, 45.

The matte pink dress also incorporates French lace and Swarovski crystals. “There are hand-tied, baby pink silk satin ribbons together with crystallised Swarovski elements along the bustline and shoulder to accentuate the gown.

The ribbons are a symbol of breast health while the crystals provide light and hope in finding a cure for breast cancer,” he explains. A graduate of the Hong Kong Institute Of Fashion Design, Choong conceived the Eric Choong label in 1990 upon his return to Kuala Lumpur.

His signature work lies in wedding gowns, evening gowns and cocktail dresses. In 2007, he won the Designer Of The Year and Best Collection Showcase Of The Year at the Malaysian International Fashion Awards (MIFA).

Choong was also named Best Costume Designer for the Malaysian movie entitled The 3rd Generation at the 19th Malaysian Film Festival 2006. He remains a loyal supporter of the Estee Lauder Breast Cancer Awareness Campaign.

“The Estee Lauder Group has the resources to bring global awareness to this disease. Through its global initiatives, millions of women (and men) worldwide have learnt about breast cancer and been empowered with knowledge on early detection and treatment,” says Choong.

“I am constantly humbled to be invited and given the opportunity to contribute to this amazing global campaign over the years. This campaign has taught me compassion, patience and determination, and more importantly, to appreciate the fragility of life.”

