

JUNE 2010

  
**CHANGI**  
airport singapore

# CHANGI**CLASS**

## wild escape

on the trail of South Africa's most spectacular adventures

asia's rising fashion stars



  
destination guide:  
washington dc  
great games to go



## Malaysia | Eric Choong



Eric Choong inherited the creative impulse from his mother, a well-known make-up artist, who stood behind his career choice despite his father's opposition. He studied design at the Hong

Kong Institute of Fashion Design, and Eric Choong Kuala Lumpur was conceived in 1990. The label takes inspiration from elements of Malaysian culture, deftly mixing it up with an avant-garde approach. Today, Eric is widely regarded as one of Malaysia's top fashion designers, well-loved for the luxurious fabrics, exquisite cuts and intricate detailing found on his gowns. Fans include royalty and celebrities such as internationally acclaimed jazz singer Sheila Majid. Eric will soon be breaking into international markets, and he has plans for a franchise in the United States – watch out, world!

**Wild child** My cousin and I grew up in my mother's salon and we were always rummaging through the latest international fashion and hair magazines, cutting out pictures of the outfits and putting them on Barbie dolls. As I got older, I started sketching these outfits, and I even designed clothes for my teachers when I was in school. Thanks to my mum's encouragement, I knew I wanted to become a fashion designer by the time I was 13.

**Art crowd** I believe that fashion is a living art form, and I am constantly challenged to reinvent my designs to suit the times. My clients are generally women between the ages of 25 and 60. They all appreciate fine fabrics and exquisite craftsmanship, are receptive to new ideas, and have absolute faith in me.

**Paris, J'adore** Paris is my favourite city, particularly in autumn. When I am there, I am surrounded by art, fashion and architecture and for some inexplicable reason, I always feel that I am reliving the lives of the great artists and designers.



**Divine motivation** As a devout Tibetan Buddhist, I work very hard on a daily basis in the hope that I have a financially comfortable retirement. I'm passionate about my dharma work in the hope of transforming myself into a better person – emotionally and spiritually.

**Escape route** When I am stressed out from work, I will take a short break to Chiang Mai where the cool climate, friendly people and relatively simple way of life helps me to see things in a different perspective.

**Chic eats** I love cupcakes, having wanton noodles in Hong Kong and *phad thai* in Thailand.



**Travel essentials** A camera and my little black book in which I make notes and sketch ideas for my next collection.

[www.ericchoong.com](http://www.ericchoong.com)

The **Malaysia Mega Sale Carnival** takes place every March, August and December

### Shopping secrets

In Malaysia, I like browsing in Books Kinokuniya in Suria KLCC for books and magazines; and G2000 makes the best staples – I love their white cotton T-shirts. In Hong Kong, I head to Muji for recycled merchandise and H&M for their cotton boxer shorts.

Eric's avant-garde designs reflect his philosophy: 'Fashion is a living art form, and I am constantly challenged to design to suit the times'

