

# female

malaysia's leading fashion & beauty magazine

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YOUR \$\$\$**

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of clothes you  
already own!*

**100  
UNDER  
RM100**

- GET THE TRENDS  
ON A BUDGET
- SPOT BARGAIN  
BEAUTY BUYS
- FIND OUT IF  
YOUR SPENDING  
IS NORMAL

**STYLE SECRETS  
REVEALED:**

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looks at cheap  
prices!*
- *Makeup ideas  
from RM5*
- *Lose weight by  
spending less*

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AND NINA  
RICCI  
PERFUMES!

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broke?**  
*Have a credit  
card problem?*

*(Then turn to  
page 312 now!)*





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MEN STRIPED JACKET  
BLACK FRAME GLASSES  
(PROVIDED BY ERIC)



## ERIC CHOONG

Eric Choong admits that he used to take things too seriously and is reluctant to let go. As a result, he feels tired all the time. Ever since he was enlightened by Master Tsem Tulku Rinpoche, he has learned to let go. Now he cherishes things in life and is more open to criticism. His life has become simpler and he is now a more cheerful man.

The fashion industry has a high attrition rate. According to Eric, a designer should maintain a sincere attitude and stay humble in order to have a better future. "Look at the recycling of fashion trends. No matter how big a trend is today, everything always goes back to the beginning," he says. A follower of the "back to the basics" principle, Eric

looks back at his previous works and explores old elements that can be injected into his new designs. He's constantly breaking the barriers between the traditional and the modern.

Eric likes to travel and it is an amazing source of inspiration. He would bring along his camera and notebook to record his thoughts and ideas. "I am deeply attracted to Tibetan culture. Its design is almost filled entirely with strong colours. Now I prefer to keep things simple. My recent works are mainly monochromatic with a strong emphasis on details."

As for his future plans, Eric hopes to organise a public charity show to convey the spirit of "doing good" to the outside world.