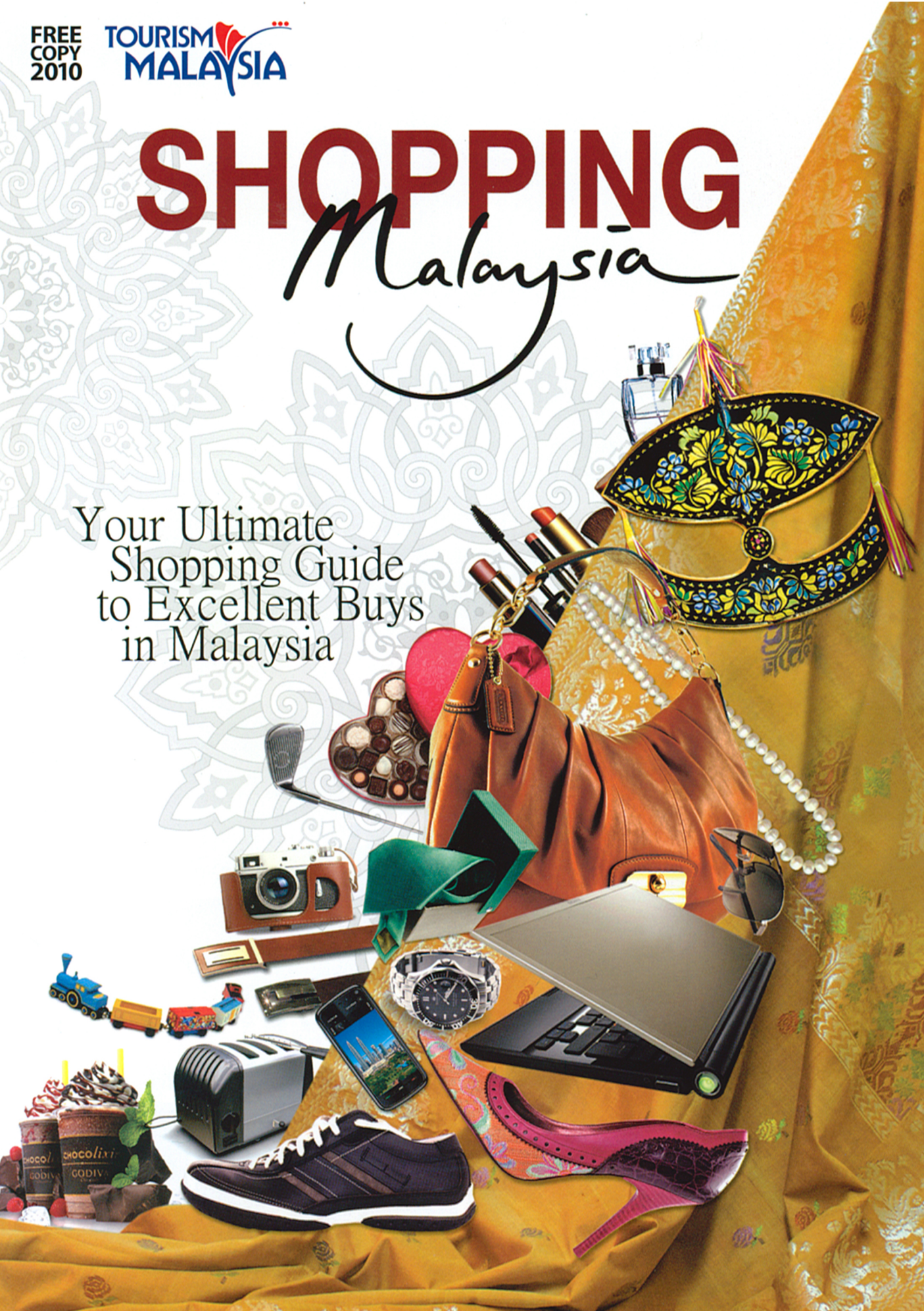


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Eric's design philosophy is best encapsulated in the essence of the Eric Choong woman.



In designing for the strong, independent and passionate woman with a sense of individual style, he favours creative boldness and rich fabrics, textures and colours, paired with impeccable technical acumen.



Each creation is preceded by a careful study of fabric, drape and movement and an astute understanding of how these elements come together to dress and flatter the feminine frame.



He graduated from the Hong Kong Institute of Fashion Design in 1986 and returned to Kuala Lumpur in 1990 to start the Eric Choong Haute Couture label. Based on his philosophy that fashion should be an expression of individual style and personality, the label quickly gained a reputation for its impressive creations. Eric also broke new grounds with the way he combined Malaysian cultural influences into his sophisticated designs.

Encouraged by the success of his eponymous label, Eric ventured into made-to-measure bridal wear. Eric Choong Brides was a natural extension given that his haute couture clients had started requesting that he design their bridal trousseau. His penchant for the extravagant and luxurious translated into fairy-tale wedding gowns.

The Pret-a-Porter and Corporate Design labels followed in more recent years stemming from his desire to extend similar standards of fashion design to a wider group.

His concern about providing the best for his bridal and corporate clients also saw the expansion of the Eric Choong labels to include Eric Choong Flowers, an award-winning floral design service.

He has also collaborated with leading luxury brands and media titles such as Cartier, Tiffany & Co., Moët & Chandon, Malaysian Tatler & The Star (Malaysia). In 2006, he picked up the Best Costume Designer award at the 19th Malaysian Film Festival for his work in the film 3rd Generation. The following year, he was named Designer of the Year at the Malaysian International Fashion Week 2007; Eric Choong Kuala Lumpur also won the Best Collection Showcase of the Year.

Eric Choong Kuala Lumpur
61-1 & 63-1 Jalan Telawi 3
Bangsar Baru
59100 Kuala Lumpur
Malaysia

Tel: 603 2283 2113 / 6818
Fax: 603 2283 2117

www.ericchoong.com

ERIC CHOONG

Fashion for Eric, is a calling. Growing up, he discovered a fascination for clothes and design while flipping through his mother's imported magazines from Hong Kong and Japan. At 7, he had produced his first sketches; by 13, he was a somewhat of a sort after designer among his school teachers!