

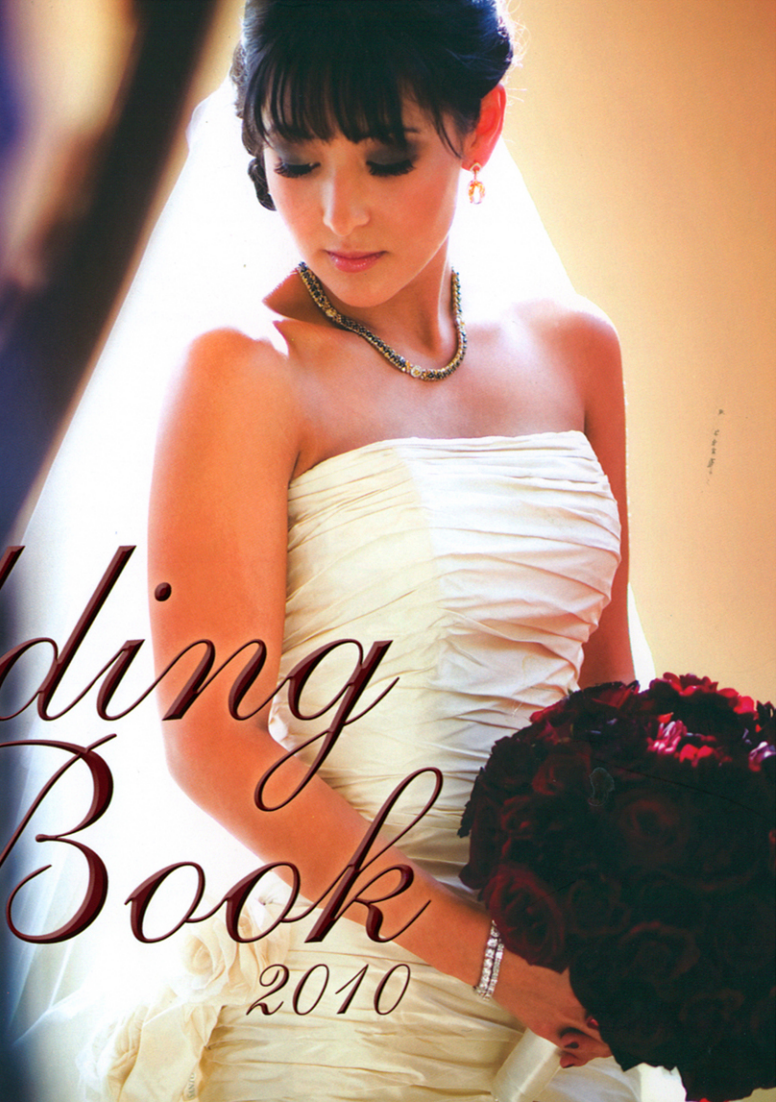


weddingsbyEternal  
.com

# *The Wedding Book*

2010

RM 25 SGD 14  
[www.weddingsbyeternal.com](http://www.weddingsbyeternal.com)









## Eric Choong Kuala Lumpur

Designing with Passion and Instinct

61-1 & 63-1, Jalan Telawi 3  
Bangsar Baru  
59100 Kuala Lumpur, Malaysia  
t: (603) 2283 2113 / 6818  
f: (603) 2283 2117

e: [enquiry@ericchoong.com](mailto:enquiry@ericchoong.com)  
www.ericchoong.com

*Producing his first sketches at age seven, Eric Choong's childhood fascination for clothes and design became a lifelong passion. The Eric Choong Haute Couture label was founded in Malaysia in 1990, on the belief that fashion is an expression and a reflection of individual style and personality. His designs are celebrated for their fun, fearless and feminine air, yet always sophisticated and timeless.*

*Eric Choong Brides was created with the same inspiration, combining luxury, art and romance in made-to-measure and ready-to-wear collections. Eric Choong Brides also offers a full range of bridal wear including shoes and accessories.*

### Describe the Eric Choong bride.

Our brides are affirmative and confident in their personal styles and choices. They are familiar with cuts and fabrics,



Eric's top tip: The single most important factor a bride should consider when choosing her wedding gown is that she likes it!



as well as international fashion and contemporary wedding gown designs. They also take the initiative to research bridal styles before deciding on what they like and want.

#### **What is the Eric Choong Brides experience?**

When a bride comes to Eric Choong for her dream wedding gown, she doesn't just get a gown. Eric aspires to become her trusted designer, friend, consultant and stylist, providing guidance on cuts, fabrics, designs and budget, as well as overall style with make-up, hair and accessories.

On requests, Eric occasionally travels abroad with the clients to style them at their pre-wedding photoshoot and also the wedding reception.

#### **Do you offer attire for bridesmaids, flower girls, etc?**

Yes, we offer made-to-measure attire for the entire wedding entourage from grooms, groomsmen, bridesmaids, flower girls, pageboys to mothers of the couple. We also have in our showroom ready-to-wear attire plus a selection of bridal accessories such as tiaras, gloves, veils, wedding undergarments and samples of custom-made bridal shoes.

#### **Eric recently unveiled his new collection at the Malaysia-International Fashion Week 2009. Tell us about the collection.**

Eric adores and has tremendous respect for the legendary actress and great humanitarian, Audrey Hepburn. He grew up watching all her 28 movies!

Naturally, he drew inspiration from Ms Hepburn's grace, aristocratic bearing and style in the making of this collection with innovative and flattering cuts, luxurious and textured fabrics coupled with creative embellishment placing, affording a woman the opportunity to express her innate sense of adventure, passion and confidence.

#### **Describe the Eric Choong bride now compared to ten years ago.**

Our brides today are more educated, sophisticated and resourceful in that they thoroughly research all things wedding. We even have brides-to-be walk in with scrapbooks meticulously detailing their entire intended wedding! 💖