

# FASHION

MODE

INTERNATIONAL

Issue No.36.H.

## HAUTE COUTURE

Spring - Summer 2010

### PARIS FASHION SHOWS

Christian Dior  
Chanel  
Givenchy  
Giorgio Armani  
Valentino  
Jean Paul Gaultier  
Yumi Katsura...

### ROMA FASHION SHOWS

Fausto Sarli  
Lorenzo Riva  
Raffaella Curiel  
Gianni Calignano  
Renato Balestra  
Gattinoni  
Marella Ferrera  
Camillo Bona...

### MALAYSIA INTERNATIONAL FASHION WEEK

Eric Choong  
Amir Luqman  
Daniel Cho  
Bo Tao...

### CHINA Omar Matini

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## TRENDS

HAIR  
ACCESSORIES

SOCKS

SHORTS

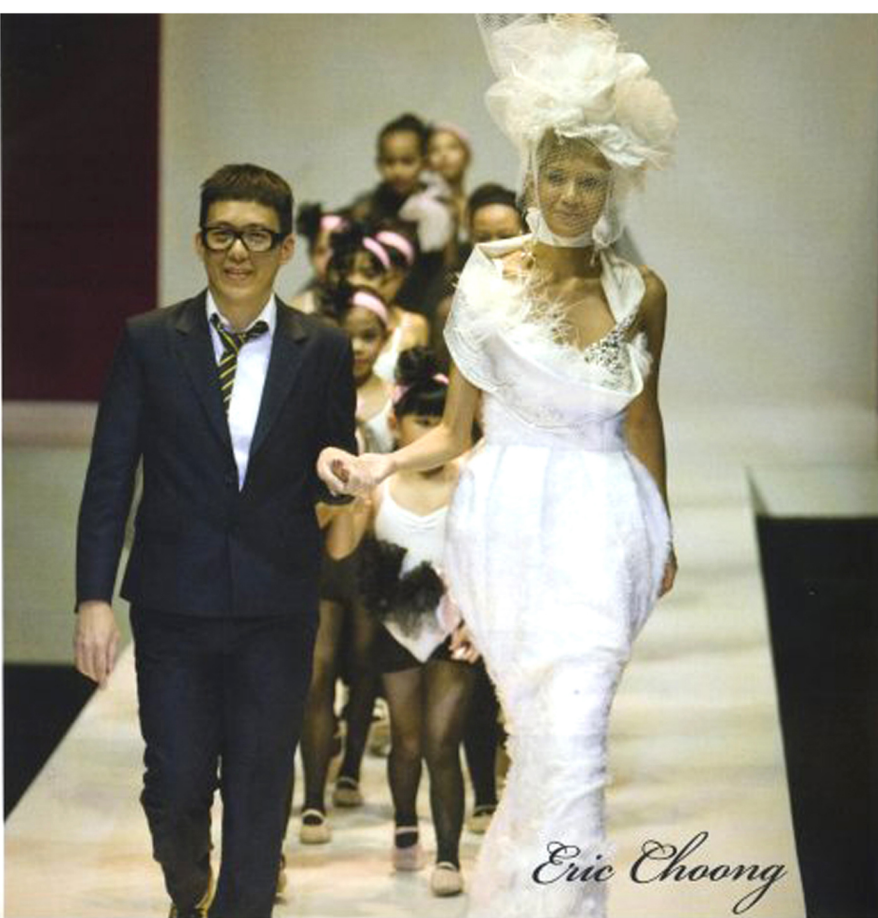
NEW  
LOOK JEAN

*Elie Saab*



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# Designer and Brand Profile

Fashion, for Eric Choong, is a calling. He graduated from the Hong Kong Institute of Fashion Design in 1986 and honed his skills in the city before returning 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 among the fashion set for its impressive creations that transcend fads with timeless beauty. Eric also broke new ground 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 fairytale wedding gowns. His empire today also

comprises the Pre-e-Porter and Corporate Designs labels, and Eric Choong Flowers, an award-winning floral design service. In nearly 20 years in the industry, Eric has amassed innumerable awards and accolades, amongst them: Malaysian Tourism Board's Top 10 Malaysian Designers (1990-1992), designated haute couture designer by Malaysian Tatler (2001-2003), Best Costume Designer award at the 19th Malaysian Film Festival for 3rd Generation (2006), Designer of the Year and Best Collection Showcase of the Year at the Malaysian International Fashion Week (2007). He also regularly represents Malaysia in various fashion showcases in ASEAN, Asia Pacific and China, the most recent of which was the Sydney Bridal Fashion Week 2009. Eric recently chalked up another achievement with the publication of his autobiography In Full Bloom.

