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Ode to Audrey

Eric Choong's latest collection draws on the charm and elegance of his favourite Hollywood actress.

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IN LIFE, there will be people who inspire us, whom we admire and look up to. And then, there are those who made their mark in this world before our time and still continue to command the same respect, thanks to their enduring legacy. One such individual is Audrey Hepburn.

The iconic actress leaves behind a body of work that has stood the test of time. Her movies are legendary as were her performances in film and theatre. Not only was she a distinguished actress, her personal sense of style also made her a fashion icon. She enjoyed a lasting friendship with famous designer Hubert de Givenchy who dressed her for many of her roles.

Thus, it is no surprise that well-known local designer Eric Choong specifically looked to her for inspiration for his spring/summer 2010 collection.

"I adore Audrey Hepburn tremendously, as is evident in this collection, which is inspired by the legendary actress and great humanitarian. Growing up, I watched all her 28 movies and like millions, fell captive to her effortless grace, aristocratic bearing, elegance and wit. To this day, she is the unsurpassed fashion and style icon of all time in my books," says Choong.

To him, nobody wore the "little



One-shoulder pannelled gown with pretty detailing.



Social butterfly: Bubble dress wrapped in a bow from Eric Choong's Spring/Summer 2010 Tribute To Audrey Hepburn Collection.



A fresh take on the little black dress.



Simple lines that spell chic.

black dress" like Hepburn. He notes that although it was French fashion designer Coco Chanel who took it to the mainstream in 1926, it was Hepburn as Holly Golightly in *Breakfast At Tiffany's* that immortalised the style.

Choong says he tried to capture that spirit and provide a modern take in his version of the "little black dress" in Duchesse satin with a belted waist reminiscent of Hepburn's in *Roman Holiday*, *Funny Face* and *Sabrina*. The evening gowns are inspired by Hepburn's wardrobe in *War And Peace*, *My Fair Lady*, *Sabrina* and *Love In The Afternoon*.

An important silhouette in the blush pink, champagne and black silk chiffon collection, says Choong, is the structured A-line shape that is voluminous yet fluid and lightweight. Each piece is embroidered with French lace and encrusted with Swarovski crystals. "As an occasion wear designer, I love using Swarovski elements

because they add that edge of high-voltage glamour. Subtlety may work sometimes, but there is nothing like a touch of crystal to transform a dress into pure opulence!"

And since Choong is noted for his wedding gowns, it's no wonder that his mermaid style wedding gown of ivory Italian avant-garde lace and silk Duchesse satin is a standout. This was inspired by the Ascott dress worn by Hepburn in her role as Eliza Doolittle in *My Fair Lady*.

"I have let my imagination run free in designing this intimate and personal collection. I reworked every gown numerous times to capture the quintessence of Hepburn. The styles engineered in this collection give every woman the chance to express her innate sense of adventure, passion and confidence. Once the pieces were ready, almost instantly their names came to me ... Ann, Sabrina, Natasha, Holly, Eliza, Ariane, Gabrielle, Reggie and so on, all derived from Hepburn's title roles in film and theatre."

Surely, looking like Audrey Hepburn isn't a bad thing, right?

One-shoulder cocktail dress.



Simple sleeveless short bubble dress.



Tube halter-neck gown inspired by Ariane of *Love In The Afternoon*.



This gown with a middle slit and detailing gives a nod to Eliza in *My Fair Lady*.



Draped pink gown with detailing and ruffles.



One-shoulder frill top paired with pencil skirt.