



The man: Eric Choong's collection of evening gowns swished and swirled in nuances of bright red.



Attention to details: Ong brought his love for chiffon, elaborate gathers, sweet pleats and hand-sewn beadings to the runway.



Wear it proudly: Nthiran Couture presents this sexy one-shoulder dress with a peacock motif.



Goddesses and angels

Bridal showcase returns with a blast after three-year hiatus

By FIONA HO
metro@thestar.com.my

IT WAS a dream come true for little girls everywhere at the Bridal Glitz fashion showcase that took place at the upscale precinct of Zebra Square in Kuala Lumpur recently.

The event, jointly held by specialised bridal magazine and online portal Signature Weddings and cosmetic dental clinic My Dentist, was part of the Malaysia International Fashion Week (MIFW'11) that was organised by the Malaysian International Fashion Alliance (Mifa).

After a three-year hiatus from the annual MIFW series, the bridal show returned to the scene with a blast.

Notable bridal designer Eric Choong brought a burst of ostentatious flair to the runway with his Greek-inspired creations. Choong said his pieces drew inspiration from the tales of Grecian goddesses and their compelling personalities in the blockbuster film, *Clash Of The Titans*.

He paid tribute to the beauty and strength of goddesses like Aphrodite (goddess of love and beauty), Athena (goddess of war and wisdom), Demeter (goddess of harvest), Hera (the goddess of marriage) and Nike (the goddess of victory) in his fantastical designs.

In doing so, Choong combined the sensual with the alluring, and the strong with the serene.

In its totality, Choong's collection was a zesty play of rigid and fluid elements. Silk chiffon and tulle are the core fabrics of his gowns.

He added texture to his empire-line, one-shoulder, beaded and draping designs with layers, ruffles and flourishes using materials like lace, organza and tulle.

On all his pieces, the designer also incorporated an olive-wreath belt or a strap to accentuate the delicate female contour.

Meanwhile, his evening gowns swished and swirled in nuances of bright red.

"The bright palette is associated with the passion and courage of the goddesses," Choong explained.

Swarovski crystals add opulence to each piece.

Renowned couturier Carven Ong was another one to watch out for that evening. Ong, who was named one of Asian's Top Fashion Designers in 2009, clearly lived up to his reputation.

Grasping firmly to the belief that "one's wedding is the most beautiful day in one's life", Ong's collection radiates a dream-like quality that is buoyed by fine duchess satin and lace. His well-known love for chiffon, elaborate gathers, sweet pleats and hand-sewn beadings added a soft, girly effect.

His floaty, airy-as-a-fairy gowns brimmed with whimsical romance while his multi-tiered, asymmetrical and one-shoulder creations were geared towards a modern edge.

Celest Tsoi's fondness for weddings was translated into a bevy of frothy gowns on her collection. The combination of high-power elegance and girlish delicateness helmed most of her designs.

Inspired by the treasure trove of pretty trims and ribbons from her mother's keepings when she was a child, Tsoi's collection also saw a number of lace bodices and feathered pieces that emulated youth and playfulness.

Nthiran, who goes by the moniker Nthiran Couture, rocked his signature bold cuts at the event. Floor-draping gowns with leg-baring details were the predominant features of his collection.

Clearly, Nthiran is well acclimatised to the female physique, teasing and tantalising its beautiful form with his body-hugging and asymmetrical creations.

Some of his more fetching and bolder designs include a short ballerina pink wraparound number with a long train and a one-shoulder dress with a peacock-motif and a high-slit. Sex appeal permeated the entire collection.



Looking your best: One of the standout numbers from Nthiran Couture was this fetching short ballerina pink wraparound number with a long train.

Grecian beauties: Choong's bridal designs drew inspiration from the mythical Greek goddesses.



Elegance personified: This asymmetrical number from Carven Ong gives bridal wear a modern twist.

Young at heart: Tsoi's collection radiated youth and playfulness.



Avant-garde: Fantasy-motifs and nature-inspired designs formed the crux of the Sahara Jewel Art collection.

Framing her ears: Sahara Jewel Art adds sparkle to the occasion with their dramatic designs.