

Greek inspired gowns from Eric Choong

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by Sophia Halim



LOCAL fashion label Eric Choong Kuala Lumpur has released bridal and evening wear collections that draws inspiration from the expressive personalities and mythical powers of the Greek goddesses.

The collection is a play on soft and hard, rigid and fluid elements, with silk chiffon and taffeta fabric and infuses many Grecian influences into his gowns such as empire line, one shoulder, draping, transparency and braid.

"I wanted to extend the goddess metaphor beyond their spiritual and romantic lives to their dresses, from the sensual and alluring to the strong and serene," said Choong.

Each piece from the bridal and evening wear collections are modernised and made unique by texturing them with layers, ruffles and flounces, using additional fabrics such as lace, organza and tulle.

"On all the pieces, I have also incorporated a hand-braided waist belt and/or straps inspired by the olive wreath worn on the hair of the goddesses, symbolising peace and prosperity," said Choong, who named each gown after the important and prominent goddesses.

"This collection is very special to me as it commemorates my bridal and evening wear label spanning 21 years. I sincerely hope that the public like the new collection," he added.

Eric Choong Kuala Lumpur is a full-fledged design house that provides a complete range of fashion design services: made-to-measure, ready-to-wear, contract designing and manufacturing, as well as floral designs and venue decoration.

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