

Fashion. Art. Lifestyle. Community

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The Creative Issue

1950-60's Batik Fashion Spread / Batik Forum



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On Aging and Art

The Fibres of Life

Mirjam Bruck Cohen

Love at First Bite

Ada Florek

Art & About

The Future of Batik

**Preserving an
Ancient Craft**

Rudolf G. Smend

ERIC CHOONG.

Next up is ERIC CHOONG. For him, fashion 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 Bridal 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 breathtaking wedding gowns. Eric has amassed innumerable awards and accolades, amongst them notably: Malaysian Tourism Board's Top 10 Malaysian Designers (1990-1992); designated haute couture designer by Malaysia Tatler (2001-2003); Best Costume Designer award at the 19th Malaysian Film Festival for the film 3rd Generation (2006); and Designer of the Year and Best Collection Showcase of the Year awards at the Malaysian International Fashion Week (2007).

He believes: ***"Batik must be made attractive to the young generation. It is our role- and especially mine as a fashion designer- to create a new trend in this art form. Batik should never be only accessible to older people or to rich collectors but rather should be a must-have style for all people. This is our challenge. The Batik industry must continually strive to expand itself and to remain inherently commercial. New products must be brought to the market place continually and they must be items that people really desire. And a word to those young entrepreneurs who want to start up batik businesses- do your homework. You'll need to do in-depth market research and have a realistic and coherent business plan. But above all, choose your items carefully, for the correct development of Batik products is the most vital issue."***



Wardrobe by Eric Choong