

Eric Choong and his Goddesses of Olympus

By: hannef

March 30th, 2012 • Related • Filed Under

According to designer Eric Choong, the Greek reference in his collection comes from movies like "Clash of the Titans" and "Immortals". Nothing is more inspiring than seeing all those handsome men and beautiful women, embroiled in drama after drama of love, passion and vengeance, from Heaven to Earth to Hell and back.

His new eponymous collection is all about the fascinating stories of Greek goddesses and each piece conveys their unique personality. Women of today have generally been identified with the expressive personalities and mythical powers of the Greek goddesses. Following on, Choong 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.



The collection is a play on soft and hard, rigid and fluid elements. Silk chiffon and taffeta are the dominant fabrics and the designer infused many Grecian influences into the gowns; empire line, one shoulder, draping, transparency and braid. Each piece modernized and made unique by texturing them with layers, ruffles and flounces, using additional fabrics such as lace, organza and tulle. On all the pieces, Choong have also incorporated a hand-braided waist belt and/or straps inspired by the olive wreath worn on the hair of the goddesses symbolizing peace and prosperity. The red palette of the evening gowns symbolizes passion, courage, sacrifice and loyalty, inherent characteristics associated with the goddesses. To add a touch of opulence and sparkle, each piece is embellished with luxurious Swarovski Elements.

To pay tribute to the beauty and strength of the Greek goddesses, each gown from the collection is named after the important and prominent goddesses, to name a few, Aphrodite – Olympian goddess of love and beauty; Athena – Olympian goddess of war and wisdom, Demeter – Olympian goddess of harvest, Hera – Queen of the Olympian goddesses and Olympian goddess of marriage and Nike – goddess of victory. Notice all the beautiful footwear? They were designed and produced by Jimmy Chia Luxury to complement this collection :

This collection is very special for the designer as it commemorates his bridal and evening wear label spanning 21 years today. Head on to Eric Choong Kuala Lumpur to have a feel of all these wonderful creations.

Eric Choong Kuala Lumpur
61-1 & 63-1 Jalan Telawi 3
Bangsar Baru
59100 Kuala Lumpur
Malaysia
+ 603 2283 2113