

Kee Hua Chee Live!

SUNDAY, MARCH 18, 2012

PART 2; ERIC CHOONG'S GODDESSES OF OLYMPUS

KEE@FSWMAG.COM



Top Malaysian designer Eric Choong was inspired by Greek goddesses and now Malaysians can look and feel like one. All his new gowns are available now at his Bangsar boutique. 61-1 Jalan Telawi 3, Bangsar Baru, 59100 Kuala Lumpur, Malaysia
Tel: 03-2282 2113
www.ericchoong.com

GARMENTS FIT FOR A GODDESS, BE SHE OF THE GREEK OR MALAYSIAN VARIETY!

FOR HIS LATEST 'GODDESSES OF OLYMPUS' COLLECTION, ERIC CHOONG HAS SELECTED 2 COLOUR PALETTES---SHADES OF RED AND WHITE.

MY FIRST BLOG SHOWS THE RED SERIES WHICH COME INFUSED WITH MAGENTA, BURGUNDY, CHERRY AND VERMILION BUT HERE ARE THE ALL WHITE DRESSES, FROCKS AND GOWNS.

All are now available at Eric Choong boutique in Bangsar, opposite Bangsar Shopping Village 2. They are not made by the hundreds and each is unique so stop dawdling and make a beeline to his shop for the best picks.

Be a Sex Goddess for once...and for those who have been sex goddesses all their life, continue this worthy tradition for the gods of your life!



Nike



Athena



Maia



Nesoi



Aphrodite



Demeter



Thaleia



Gaia



Hera



Aphrodite

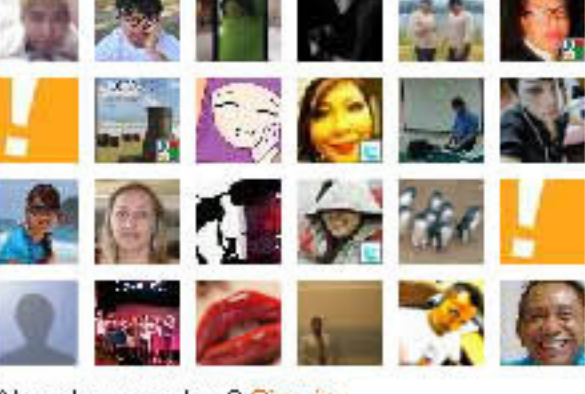


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- kee hua chee

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SATURDAY, MARCH 17, 2012

ERIC CHOONG'S 'GODDESSES OF OLYMPUS'

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Eric Choong, one of Malaysia's foremost and most established designers. His Eric Choong boutique is a 61-1, Jalan Telawi 3, opposite Bangsar Village 2, Bangsar Baru, 59100 Kuala Lumpur. www.ericchoong.com

ERIC CHOONG, ONE OF MALAYSIA'S TOP AND WELL ESTABLISHED DESIGNERS, IS READY TO TRANSFORM MALAYSIAN MORTALS INTO GODDESSES, THE SORT WHO LIVE ATOP MOUNT OLYMPUS TOWERING ABOVE THE PLAINS OF OLYMPIA WHERE THE ANCIENT OLYMPIC GAMES BEGUN.

WHILE THE GODS AND GODDESSES ARE NO LONGER WORSHIPED, AND IF THEY ARE THEN DONE PRIVATELY BEHIND CLOSED DOORS, THEIR NAMES LIKE ZEUS, DIANA, ARTEMIS AND HERA CONTINUE TO BE FAMILIAR WITH US.

So it is not surprising Eric Choong, like others before and after him, has chosen this Olympian goddess theme to bring out the Aphrodite (Goddess of Sex) lurking inside every mak Datin, Puan Sri, Toh Puan, Miss and Mrs.

While everyone thinks Greek goddesses are permanently swathed in white togas seductively and sexily draped across lissome bodies, Eric Choong also includes shades of flaming red, purple and magenta in addition to the obligatory white.

ERIC CHOONG EXPLAINS HIS RATIONALE FOR HIS BRIDAL AND EVENING WEAR COLLECTION 2012

"GODDESSES OF OLYMPUS"

"I was introduced to Greek mythology after watching the movies "Clash of the Titans" and "Immortals" and since then have been inspired by a pantheon of Greek deities. 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 – what's not to love?

This collection draws from 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, 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.

The collection is a play on soft and hard, rigid and fluid elements. Silk chiffon and tafetta are my dominant fabrics and I infused many Grecian influences into my gowns; empire line, one shoulder, draping, transparency and braid. Each piece modernised and made unique by texturing them with layers, the 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. The red palette of the evening gowns symbolises passion, courage, sacrifice and loyalty, inherent characteristics associated with the goddesses. To add a touch of opulence and sparkle, each piece is embellished with Swarovski Elements.

To pay tribute to the beauty and strength of the Greek goddesses, I've named each gown 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.

This collection is very special to me as it commemorates my bridal and eveningwear label spanning 21 years today. I sincerely hope that you like the new collection and we look forward to seeing you in our store soon.

In closing, I would like to express my heartfelt thanks and appreciation to our business associate, **JIMMY CHIA LUXURY**, for designing and producing all the beautiful footwear to complement this collection."



Selena



Iris



Aura



Hemera



Alethia



Hestia



Astoria



Artemis



Phoebe

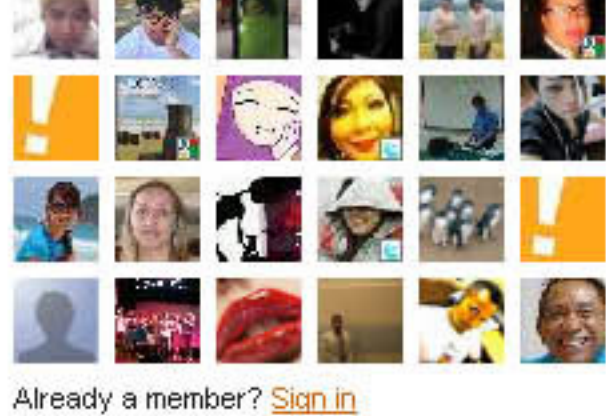


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