

THE EFFORTLESS BEAUTY

writer, blogger, vlogger, all-rounded beauty

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Beautiful People (and their clothes): Eric Choong



This is me and Eric Choong, about 5 years ago when I was younger and could get away with wearing a giant tulle skirt – which Eric made for me as a birthday gift, wheeeeeee!

And here it is again, when I wore it for a kooky kitsch photo shoot! Tulle suits me, I think, yes it does. Thank you Eric, I still have the skirt and I love it!



Eric is such an amazing and beautiful person, not just for all the glamour and the name he has worked so hard to build up throughout the years, but for all that he is – fun, silly, caring, generous and most of all, kind. He would drop everything to come out to help you – no airs, none of that arrogance and uppity behaviour that people have come (unfortunately) to associate with the fashion industry. No way, you'd NEVER catch Eric ever saying or doing anything nasty.

He is also deeply spiritual – unusual really, for someone who spends so much time in a world that is not spiritual. Read about his other more serious side [here](#)! You know he's the real deal too by the way he works with his clients – he genuinely believes that every girl can look good (much more optimistic than cynics like me, I know!) and will pull out all the stops to get you just the look you want.

Feeling a big blah? No problem, he has just that extra twirl to up your fashion oomph.

Feeling a bit fat? No lah, darling! You just wear this and you'll look gooooooooood!

Feeling plain? Where got plain! You wait, I have something just for you.

And he believes it. No bullshit from Eric. Just lots of good, old-fashioned kindness and pretty things.

I know he works tremendously hard, building up a most respected reputation in the fashion industry that he's become one of Malaysian's fashion veterans. MiFA, for example, wouldn't be the same without Eric. And why not, eh? He does design some gorgeous stuff – dresses so lovely you'd want to wear them everyday, even if you weren't going anywhere. He knows his materials – tulle and lace and chiffon and ribbons! I stop myself from going into his boutique now because every time I do, I want to climb into the wedding dresses he has on the racks and run out to find myself a husband. That would be a stupid thing to do, of course, but Eric's dresses make you almost believe that a wedding might be worth it.

So here's a big shout out to Eric. I love you for being such a great person and showing us how to pretty inside out!

For now, I leave you with pix of his latest collection. COoooh ahhhh! So whimsical! So fluffy! And as poofy as all dresses should be!



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