



ERIC CHOONG KUALA LUMPUR UNVEILS 'GODDESSES OF OLYMPUS'

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"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?"



Fashion, for Eric, is a calling. Growing up, he discovered a fascination for clothes and design while flipping through his mother's imported magazines from Hong Kong and Japan. At seven, he had produced his first sketches; by 13, he was somewhat of a sort after designer among his school teachers who got Eric to design outfits for their tailors to make!

Since striking out on his own more than 2 decades ago upon graduating from the Hong Kong Institute of Fashion Design, Eric has received numerous awards and accolades recognising his talent. He was nominated by the Malaysian Tourism Board as one of Malaysia's Top 10 Designers for three years running (1990-1992). From 1997 onwards, he was regularly invited to represent the country in fashion shows such as the ASEAN Designers' Fashion Show (1997), Asia Pacific Young Designers' Show (1998), Asia Pacific Bridal Summit (2001), Show of Asian Cultural Garments (Asia Annual Conference of Cultural Exchange, 2003), Swarovski Asia Fashion Tour (2004), Sydney Bridal Fashion Week (2009) and Pakistan Fashion Week (2010), to name just a few. Over the years, he has actively engaged in fashion platforms and events involving China and *Batik*.



Goddesses of Olympus is a play on soft and hard, rigid and fluid elements. Silk chiffon and tulle are the dominant choice of fabrics, infused with many Grecian influences; empire line, one shoulder, draping, transparency and beak. Each piece is modernised and made unique by texturing them with layers, ruffles and flounces, using additional fabrics such as lace, organza and tulle.



The collection commemorates Eric Choong's bridal and evening wear label spanning 21 years today. He draws inspiration 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."



"On all the pieces, I have also incorporated a hand-braided waist belt 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*."



For more information on *Eric Choong Kuala Lumpur* latest collection, visit their website.

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