



## **MEDIA RELEASE**

### **KL FASHION WEEK 2005**

The varied programmes of KL Fashion Week from 3 until 8 May, 2005 will be held at various venues. Jointly-organised by The Star, L'Oreal Paris and Tourism Malaysia, the six-day calendar of events is an important platform to showcase the fashion, retail and tourism industries.

This year, the Fashion Gala Night features fashion collections by Malaysian and Asian designers on 3 May. There are also afternoon fashion shows; evening fashion shows hosted by Tourism Malaysia, Parkson Corporation and Heineken, featuring the latest designs by Zang Toi, Sonny San, Bill Keith, Tom Abang Saufi Homme, Salikin Sidek and others; and fashion designs by Malaysia's leading fashion colleges including the Malaysian Institute of Art, Center for Advanced Design (CENFAD) and Limkokwing University College of Creative Technology.

Other activities lined up are the Star Designer Awards 2005, Catwalk @ the Mall, and a new addition to this year's KL Fashion Week, the Editors Awards.

This is the third year that the KL Fashion Week is being organized, and the Ministry of Tourism is happy to lend its support to such an event that promotes Kuala Lumpur as an "International Fashion Hub". It is a unique opportunity to boost the country's fashion, retail and tourism industries, and puts Malaysia on the fashion map of the world. Many international fashion designers and tourists are expected to attend and follow the multiple events during the first week of May.

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