



## MEDIA RELEASE

# TOURISM MALAYSIA HOSTS KLFW 2006

Silky batik. Slinky evening gowns. Soft flowing dresses. Smart day wear.

A bevy of models took to the catwalk to showcase the sartorial creations of 55 Malaysian designers during the opening night of Kuala Lumpur Fashion Week (KLFW) 2006 on Saturday, 11<sup>th</sup> November at the exhibition hall of Berjaya Times Square in Jalan Imbi.

The Red Style Gala Night hosted by Tourism Malaysia was the curtain-raiser for the five-day event that brought together under one roof all the home-grown fashion talents that have already made a name for themselves and those ready to create a stir in the local fashion scene.

According to Mr Mirza Mohammad Taiyab, Director General of Tourism Malaysia, "KL Fashion Week is an ideal platform to showcase Malaysia as a trendy fashion centre and shopping hub in this part of the world. There is so much to see, do and shop as our fashion designers are among the most creative minds today. Some have made it big and become famous names while young talents are emerging from art schools and fashion institutes."

Sponsored by Tourism Malaysia in collaboration with local media houses, The Star and Utusan Malaysia, KLFW 2006 is organised by Pempena Sdn. Bhd. L'Oreal is the platinum sponsor and MODA (Malaysia's Official Designer Association) has endorsed it.

The 5-day KLFW 2006 features the collections of established Malaysian fashion designers and emerging talents. A total of 55 designers spearheaded by Zang Toi, Melinda Looi, Nazleen Noor, Khoon Hooi, Radzuan Radziwill, Salikin Sidek, Donna Chew and Eric Tho and other label manufacturers are presenting their collections. The

supporting activities include a trade exhibition, corporate fashion galas and designer showcases.

Over 2,000 international visitors including buyers, electronic and print media journalists and photographers covered the fashion and trade shows which also attracted celebrities, renowned Malaysian designers and fashionistas.

The annual KLFW is in tandem with the Malaysian government's objective of turning Kuala Lumpur into a fashion hub, riding on its image as an affordable, fun and exciting shopping destination. This year the emphasis is on Malaysian made ready-to-wear lines instead of merely high fashion garments in order to spur the local fashion industry to cater to the mass market in the region.

Visitors to the country this November are treated to a marathon of fashion showcases which includes the Malaysia International Fashion Week 2006 (MIFW 2006). Both the KLFW and MIFW events organised back-to-back are a springboard to reach new audiences, clients and markets.

KLFW aims to be recognized in the international fashion circuit for trade and business opportunities, while maintaining its identity as a significant fashion event in the region. At the same time, the fame of Kuala Lumpur as a fashion capital will spread far and wide and be assured in the long run.

For more information, please contact [enquiry@kualalumpurfashionweek.com](mailto:enquiry@kualalumpurfashionweek.com) . You can also go to their website: [www.kualalumpurfashionweek.com](http://www.kualalumpurfashionweek.com)

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