



MEDIA RELEASE

KUALA LUMPUR ON NEW YORK TIMES TOP TRAVEL LIST

Kuala Lumpur has been included in the top travel list compiled by the online version of The New York Times at www.nytimes.com. The popular daily recently named the vibrant and exotic Southeast Asian city amongst its “must-see destinations” this year in the latest edition of its annual travel list: “31 places to go in 2010.”

The travel-section report describes Kuala Lumpur as an increasingly popular destination among jetsetters in the region as “one of the area’s coolest and friendliest cities.” KL-ites, it says, are “die-hard foodies...and shopaholics, spending weekends trawling boutiques for the latest looks emerging from the sophisticated local fashion scene.”

Besides promoting KL’s “robust street food scene that straddles Chinese, Indian and Malay flavours,” the report also mentions the burgeoning local fashion scene in the city, led by fashion designers Bernard Chandran (whose minidress creation was apparently worn by popular US singer Lady Gaga at a recent awards show in London), Khoon Hooi and Melinda Looi.

“The country’s media-appointed King of Fashion is Bernard Chandran, who recently stole the spotlight when Lady Gaga wore one of his candy-pink minidresses to an awards show in London. His concept store is at the KL Plaza on Jalan Bukit Bintang. Another designer to look out for is Khoon Hooi, known for streamlined yet feminine dresses in muted tones, sold at his flagship store in the ritzy Starhill Gallery; and Melinda Looi, who makes vintage-inspired cocktail dresses from chiffon,” says *The New*

York Times.

Bangsar was also highlighted for its cluster of fashion stores along Jalan Telawi 2 and 3. The Chic POP flea market also received a plug for its once-in-three-months event to showcase young fashion designers at popular dance club Zouk KL.

Other destinations listed among the 31 places to go in 2010 included Damascus, Copenhagen, Norway, Los Angeles and Costa Rica.

The KL report was written by Naomi Lindt, a travel writer who focuses on Asia and budget traveling, and is available at <http://www.nytimes.com/2010/01/10/travel/10places.html>

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