

## PRESS RELEASE

### 10 MALAYSIAN DESIGNERS SHOWCASE THEIR READY-TO-WEAR SPRING/SUMMER 2017 ON RIVER SEINE, PARIS

**PARIS, 28 September 2016** – Malaysia Fashion Week (MFW) 2016 was officially launched globally today to a host of global guests, trade and media audiences on board the *STYLO Asia on the Seine* in Paris, France.

Organised by Malaysia's export promotion agency **MATRADE (Malaysia External Trade Development Corporation)** in partnership with **STYLO International** (Malaysia's leading fashion event organiser) and **Mercedes-Benz**, the global launch of MFW 2016 featured ten top Malaysian fashion designers showcasing their Ready-to-Wear Spring/Summer 2017 collections. The collections were featured through a fashion show held on the boat itself.

These ten designers were handpicked to represent Malaysia and serves as an international flag-off and prelude to the MFW 2016 in Kuala Lumpur slated for November 2016. The collections showcased at the global launch embody Malaysian chic traditional wear pulsed with sculptural and sharp-edged silhouettes and whimsical totes. Present at the event were specially-invited guests, among who included French media, fashion influencers and International buyers.

**Director General of Mercedes-Benz Retail France, Florian Muller** said "Mercedes-Benz is pleased to join hands with our Malaysia office in hosting the global launch of MFW. Reinforcing our inexorable support of the fashion industry, we are pleased to bring together two fashion capital cities of the East and West through this fashion exchange."

As part of the MFW global launch, the Malaysian designers will also be displaying their collections for fashion buyers on the **29 and 30 September 2016** at the Maria Callas Suite at Paris Hilton Opera from 10am to 6pm. This segment will allow International trade buyers to personally meet the ten Malaysian designers and brands, namely Bon Zainal, JO DISAYA, Bill Keith, Keith Kee, Fizi Woo, Tanoti Crafts, Sakura Malaysia, Ruzz Gahara, Porosus and Toi – The Dressmaker, who are all well known for their international appeal, quality and capabilities.

**Chairman of MATRADE, Dato' Noraini Ahmad** mentioned, "As Malaysia's export promotion agency, MATRADE is pleased to introduce a talented list of designers to a wider international audience through the MFW 2016 Global Launch. Malaysian fashion is unique and is inspired by the many facets of Malaysian culture, hence via this launch we wish to invite global trade buyers, particularly from Europe to Kuala Lumpur and discover the creativity of Malaysian and Asian fashion at its best."

**Co-Chairman of MFW 2016 & Chairman of Mercedes-Benz STYLO Asia Fashion Week Datuk Nancy Yeoh** said, "The ground-breaking nature of the fashion we will be showcasing at this year's MFW will culminate in the prestigious **Mercedes-Benz STYLO Asia Fashion Week**, which is developing into one of the region's most sought after fashion events. The **Mercedes-Benz STYLO Asia Fashion Week (MBSTYLOAFW) Awards** is a chance of a lifetime for Asian designers to be recognised beyond their borders."

[www.malysiafashionweek.my](http://www.malysiafashionweek.my)

MFW, since 2014, has been making headlines and is focused on boosting the Malaysian fashion and lifestyle industry. The event is a strategic marketing platform to present local fashion brands to international buyers, whilst aspiring to elevate Malaysia's status as a major fashion hub in ASEAN and beyond. MFW also provides a great opportunity for international companies especially those from Europe to reach Malaysian suppliers in meeting their global sourcing needs.

MFW 2016 in Kuala Lumpur will feature the Spring/Summer 2017 collection of over 60 Malaysian designers at its Malaysia Fashion Showcase segment and over 30 international designers through Mercedes-Benz STYLO Asia Fashion Week. These will be complemented by an exhibition of over 300 booths featuring Malaysian and International fashion apparels, accessories, cosmetics & personal care, arts & handicrafts as well as textiles.

For more information on MFW, visit [www.malysiafashionweek.my](http://www.malysiafashionweek.my) or email to [info@malysiafashionweek.my](mailto:info@malysiafashionweek.my)

Jointly issued by Malaysia External Trade Development Corporation (MATRADE)  
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FACT FILE

INTRADE FEATURING MALAYSIA FASHION WEEK 2016

**1) INTRADE exhibition**

A fashion trade exhibition to support and showcase fashion and its related industries. The exhibition will include local and international designers, manufacturers and players covering the following categories / clusters:

- Fashion, Apparels & Accessories
- Beauty, Hair & Cosmetics
- Jewellery
- Arts & Handicrafts
- Lifestyle & Interior
- Textile & Peripherals

**2) Mercedes-Benz STYLO Asia Fashion Week (MBSAFW)**

MFW 2016 also sees the injection of luxury automaker, Mercedes-Benz presenting the Asian segment called “Mercedes-Benz STYLO Asia Fashion Week (MBSAFW)” to further boost the trade fashion event. MBSAFW presents a list of the best Asian designers from various Asian countries with MFW serving as a platform to showcase their creations.

Ranked as the 30th fashion week in the world, this “Asia for Asia” fashion week will feature international designers from 15 countries from the ASEAN and Asian region.

Malaysia Fashion Week will be held from 2-5 November 2016 at MATRADE Exhibition & Convention Centre (MECC), Jalan Sultan Haji Ahmad Shah 50480 Kuala Lumpur, Malaysia.

Businesses seeking to increase and widen their brand and product exposure in Asia and beyond are encouraged to join the INTRADE exhibition and designers of all categories are invited to sign up for the Trade Fashion Showcase to present their best season collection for Spring/Summer 2017. Registration and applications are now open till 15 September 2016. For more information, log on to [www.malysiafashionweek.my](http://www.malysiafashionweek.my)

**About MATRADE**

MATRADE, the National Trade Promotion Agency, under the purview of the Ministry of International Trade and Industry Malaysia or MITI, is responsible for promoting Malaysian enterprises to the world. The organisation is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services. MATRADE is represented worldwide in more than 46 locations in major commercial cities.

### **About STYLO International**

STYLO was conceived as a lifestyle fringe activity to support Formula 1™ races in the region. It first premiered in Kuala Lumpur as one of the eight great events of the KLGP's exciting '8 on 10' programme to celebrate the 10th Anniversary of F1 in Sepang. Using the tagline 'fashion's merely the excuse', the concept of merging the work of top Malaysian designers, inspirations of international fashion with strongly themed fashion after-parties brought thousands from the region's stylish, fashionable and racing-mad enthusiasts to come together under one roof. The success of STYLO in providing intriguing lifestyle activities surrounding Formula 1™ earned it a place as one of the most glamorous official highlights of the Singapore GP season when the republic held the first Formula 1™ night-race in the world.

### **For media enquiries on MATRADE :**

Zuhaila Sedek

Senior Manager, Strategic Communications Unit

### **Malaysia External Trade Development Corporation (MATRADE)**

Tel (Direct): +603 - 6207 7409 / +6017 - 601 9217

Email: [zuhaila@matrade.gov.my](mailto:zuhaila@matrade.gov.my)

### **For media enquiries on Malaysia Fashion Week :**

Kamil Azhar / Sabesha Visuvanathan

Public Relations Consultants

### **RAPR Mileage Communications Sdn Bhd.**

Tel : +603 - 2282 2333 / [+6016 2168535](tel:+60162168535) / [+6012 284 6530](tel:+60122846530)

Email: [kamil@malysiafashionweek.my](mailto:kamil@malysiafashionweek.my) / [sabesha@malysiafashionweek.my](mailto:sabesha@malysiafashionweek.my)