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10 MALAYSIAN FASHION DESIGNERS TO TAKE PARIS BY STORM

Malaysia Fashion Week To Showcase Local Talents During Paris Fashion Week

Kuala Lumpur, 20 September 2016 –The Malaysia Fashion Week (MFW), a project by INTRADE organised by Malaysia External Trade Development Corporation (MATRADE) and STYLO International, will be showcasing the capabilities of 10 Malaysian designers in Paris, taking advantage of the Paris Fashion Week slated for 27 September to 5 October 2016. The initiative is an effort to strengthen Malaysia’s position as a fashion hub for the South East Asia region and the world. The showcase, also a global launch for MFW, is set to take centre stage on the second day of the Paris Fashion Week.

The Malaysian designers – Bon Zainal, JO DISAYA, Bill Keith, Keith Kee, Fizi Woo, Tanoti Crafts, Sakura Malaysia, Ruzz Gahara, Porosus and Toi – The Dressmaker, who were all selected based on their international appeal, quality and capabilities - will showcase their ready-to-wear Spring/Summer 2017 collection at a fashion show taking place on the River’s King boat. An exhibition will be organised in the next two days at Maria Callas Suite at the Hilton Opera, Paris.

The global launch that will be held at Escale de Grenelle along the River Seine, will see an international audience made up of trade buyers, fashion agents and media from the European region viewing Malaysian fashion that incorporates unique designs and materials inspired by the various cultures in Malaysia. The collections are tagged to be fashionably modern, trendy, and suitable for international markets.

“We believe our designers are ready for global audience and have the capabilities to make a stand and leave a footprint on the global fashion industry. We hope Paris will help provide them a platform to be recognised by potential business partners or collaborators from the European market,” said Dato’ Dzul kifli Mahmud, CEO of MATRADE & Chairman of MFW.

A press conference announcing the MFW’s global launch was held today attended by the participating Malaysian designers, Dato’ Dzul kifli Mahmud, CEO of MATRADE & Chairman of MFW, Jean-Pierre GALLAND, Counsellor for Co-operation and Cultural Affairs, Embassy of France, Johnson Lim, CEO of Elite Expo Sdn Bhd and, Lee Mark CEO of The Hot Shoe Show and Co.. Also in attendance as a special guest was renowned Malaysian born French singer, Datuk Sheikh Abdullah Ahmad Bakhberekh aka Datuk Shake, who was recently appointed Principal for the local popular talent show Akademi Fantasia 2016.

www.malysiafashionweek.my

“The Malaysian fashion industry has a lot to offer to the world but we need a strong marketing strategy to ensure Malaysia gets noticed by the world. The collaboration between MATRADE and STYLO International embodies a strategic public-private partnership and such inter-dependence is crucial in ensuring we are able to push this sector globally. Ultimately, with consistent efforts, we will be able to have a strong foothold around the world,” Dato’ Dzulkifli said.

He added that the design elements derived from the many cultures in Malaysia and ASEAN are a strong selling point as foreign buyers are always on the look-out for something out-of-the-ordinary in fashion and accessories.

“Today, up-and-coming young Asian designers are creating waves in the global fashion industry. The likes of JOE CHIA and Yii who now have presence internationally has proven that fashion week platforms like MFW can successfully open doors for the young and talented to be discovered by industry’s key players from the East and West,” said Dato’ Nancy Yeoh, the President & CEO of STYLO International and Co-Chairman of MFW 2016.

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 Malaysian companies and designers to reach international markets and achieve greater business mileage leveraging on this internationally promoted event.

For more information on MFW, visit www.malysiafashionweek.my or email to info@malysiafashionweek.my

Jointly issued by Malaysia External Trade Development Corporation (MATRADE)
and STYLO International

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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

About MATRADE

MATRADE, the National Trade Promotion Agency of Malaysia 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 KLG'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.

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