



## **PRESS RELEASE**

### **MALAYSIA INTERNATIONAL FASHION WEEK 2009 CULMINATES IN THE M-IFA GALA CO-HOSTED WITH MAXIS**

Kuala Lumpur – November 8, 2009 – Dato' Bernard Chandran was honoured with a Special Achievement Award tonight by the Malaysian International Fashion Alliance (mifa) at the climax of the Maxis-presented Malaysia International Fashion Week 2009 (M-IFW'09), the much-anticipated Malaysia-International Fashion Awards (M-IFA) Gala.

Maxis Chief Operating Officer, Jean-Pascal van Overbeke together with mifa Chairman, Heah Sieu Lay and mifa Style Council Advisor Dato' Farah Khan presented the French-trained, award-winning designer with a trophy, a cash prize of RM10, 000 and a trip to London Fashion Week 2010 from mifa in addition to a limited edition bottle of Alexander McQueen by Chivas.

Earlier in the evening, hundreds of Malaysian and Asian fashion industries' movers and shakers, local celebrities and other A-list guests such as designers Eric Choong, Amir Luqman, Key Ng, William Liew, singer Camelia, managing director of L'Oréal Malaysia Andrew Stanleick and his corporate communication & media relations director Tay Ai Leen, president of the Bumiputra Designers Association Mahani Awang, president of Malaysian Designers Association Gillian Hung and Angkasawan Negara Dato' Sheikh Muszaphar Shukor among others had arrived on the dot, dressed to the nines to the Official Venue – Pavilion Kuala Lumpur to witness a succession of fashion showcases by Farah Khan, Pucci, Yves Saint Laurent and Bernard Chandran featuring New York-based Japanese supermodel Ai Tominaga and top 10 models from Beijing, China.

The Face of M-IFW'09, Andrea Fonseka and Star's Studio V Head, Haridas lent the evening additional sparkle with their witty repartee while Charles "Sonny" Turner of The Platters had the audience eating out of his hand with his tribute to the late King of Pop, Michael Jackson. Aside from the Malaysian-international flavour of the runway showings, the gala's pinnacle was naturally the prestigious M-IFA awards presentation – the Malaysian fashion industry's equivalent to the 'Oscars'.

According to Malaysian International Fashion Alliance (mifa) chairman, Heah Sieu Lay, the M-IFA Awards not only give due recognition to fashion industry players for their exceptional work over the past year - they also honour those who have contributed significantly towards the forward movement of local fashion, a key theme for the entire M-IFW'09.

There was a collective gasp of surprise when for the first time in the history of M-IFW mifa picked has not one but two Most Promising Designer of the Year winners — Jonathan Liang and Tengku Mohd Syahmi of Raffles International Collage Kuala Lumpur. Each of them received a cash prize of RM10,000 and a business opportunity from L'Oréal Malaysia and Maxis.

In place of mifa's customary Designer of the Year award, three new award categories were introduced by Maxis as Main Presenter of M-IFW '09.

Maxis' Chief Operating Officer, Jean-Pascal van Overbeke, explains: "This is the first time in Asia that a mobile operator is partnering with a major fashion week. Maxis is pleased to round off its partnership with mifa, based on a common dedication to stylish communication, by singling out the quality of 'innovation' in its Maxis Innovation Awards. Innovation is a quality which takes into account all manner of individual input, and their transformation into inspiring results which speak to other individuals. There are no borders when it comes to speaking the language of creativity, which is why the worlds of fashion design and technology are increasingly converging. We at Maxis hope with these Awards, to send a message of support for singular visions and for the future of Malaysian fashion in a borderless world."

Malaysia's very own Olsen twins, Putri Azalea and Putri Yasmin of PU3 were the inaugural winners for the Maxis Innovation Award for Emerging Talent while designers Eric Yeong and Moses Law walked away with the Maxis Innovation Award for Prêt-à-Porter. Another big winner was Sharifah Kirana who took home the Maxis Innovation Award for Star Couture. Prizes for the award recipients included a mifa trophy, a mobile device from Maxis and a L'Oréal Paris coffret set each.

Ash blonde turned out to be the lucky colour for Tinie and Ikhwan as both models sporting similarly shaded cropped hairstyles were named mifa's Female and Male Models of the Year. Besides a mifa plaque, Tinie received an Anya Hindmarch handbag and a bottle of Chivas 18 years from Soo Shea Pin, Managing Director of Anya Hindmarch Malaysia and William Lee, Brand Manager of Pernod Ricard Malaysia. Ikhwan also received a plaque and a limited edition bottle of Alexander McQueen by Chivas from William Lee, Brand Manager of Pernod Ricard Malaysia.

Jonathan Cheng and Voon Lai of Stud were similarly rewarded with a mifa plaque and a limited edition bottle of Alexander McQueen by Chivas for being the first ever winners of the Chivas FantastiqueMEN Award, an accolade introduced in acknowledgment of the growing importance of menswear.

Satheswaran Jeevaratnam from Limkokwing University of Creative Technology picked up an iPhone 3GS device for winning the Maxis Rising Stars Gallery prize for the best miniature design referencing a limited edition iPhone skin. Tengku Mohd Syahmi scored a double when he bagged the Maxis Rising Stars Gallery prize for the best miniature design referencing a limited edition BlackBerry skin.

The M-IFA Gala attendees then adjourned to an after-party hosted by Maxis at Michelangelo Restaurant and Bar to continue their merry-making.

**The Malaysia-International Fashion Week 2009 is organised by the Malaysian International Fashion Alliance (mifa) and presented by Maxis. Officially endorsed by Matrade, M-IFW'09 is from November 4 till 8, 2009 at Pavilion Kuala Lumpur as its Official Venue. Major sponsors for M-IFW'09 include L'Oréal Paris (Official Make-up), Elegance Club (Official Jewellery House) and Chivas, Martell, Absolut Vodka and Mumm Champagne (Official Liquor Partners) while key partners are eBay (Official Online Partner), The Edge, Glam, Nu You, Eh!, Female and NTV7 (Official Media Partners), Alfo Lighting (Official Lighting), Salon Esprit by Miko Au (Official Hair Studio), XpressionMaster (Official Make-up Team) and Asia Experience (Official Ground Handling Agency).**

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For further information and media enquiries, contact:

Alice Yong  
Director of Marketing, Sponsorship &  
Communications  
Malaysian International Fashion Alliance  
Mobile no. +6012 6527911  
Email: [feiyong@m-ifa.com](mailto:feiyong@m-ifa.com)

Shirley Koo  
Marketing Communications Manager  
Malaysian International Fashion Alliance  
Mobile no. +6012 2310606  
Email: [shirleykoo@m-ifa.com](mailto:shirleykoo@m-ifa.com)

Catherine Leong  
Head of Public Relations  
Maxis Berhad  
Tel: +603 2330 7170  
Fax: +603 2330 0318  
Email: [lcather@maxis.com.my](mailto:lcather@maxis.com.my)

Leong Tzu Ann  
Manager, Public Relations  
Maxis Berhad  
Tel: +603 2330 6609  
Fax: +603 2330 0575  
Email: [tleonga@maxis.com.my](mailto:tleonga@maxis.com.my)