

Client: WeStyleAsia.Com

Event Roundup: Kuala Lumpur Fashion Week 2017

KLFW 2017 Day 1: Glammed up and ready to go!

The day has finally arrived and guests were pouring in to see the latest fashion designed by our very own home grown designers! Apart from models strutting their stuff on the runways, there were activities that took place around Pavilion Kuala Lumpur that kept people spoilt for choices while awaiting the shows to begin.

Harpers Lounge



Harpers Bazaar has set up a mini lounge where designers and media alike get to hangout, do interviews and conduct awesome workshop all about fashion! These interviews and workshops will be happening daily so drop by to watch and learn! We Style Asia is also set up inside with makeup and hairstyle services made available to guests. We also caught up with Ning Baizura who dropped by the lounge to do an interview. Her bubbly personality definitely lifted our spirits and her talks about fashion inspired us! It helps that Caffe Marino is also set up inside the lounge to give us that much needed energy boost.

Fashion Valet X KLFW pop up



Fashion Valet crafted the hashtag #IAmHomeGrown and have aptly designed their pop up booth to bring a sense of patriotism to the citizens of Malaysia. Customers are encouraged to customize their chosen apparel with heat pressed designs. They have a variety of designs from a tunic dress to oversized pullover sweaters and even a onesie for tiny yet fashionable babies! If that is not impressive enough, there are different badges that represent each state in Malaysia

that can be added to the clothes. Come down and represent your state! The booth will be here daily at Pavilion Main Entrance from 10am till 10pm during the entire KL Fashion Week from 16/8 – 20/8.

KLFW 2017 OOTD Truck



The OOTD Truck was a huge hit for those looking to work it and make their outfits shine! Think of the truck as something like Narnia. But instead of a wardrobe, it is a truck and instead of a fantasy paradise, it is awesome backdrops and props to make your OOTD stand out. Anyone can come on board, take photos and posts them with the hashtag #IAMHOMEGROWN #RURUNWAYREADY and stand a chance to win vouchers and mystery gifts! The truck has been making its rounds to universities for the past few weeks and will finally end its road trip on 18/8. It will be around the Pavilion Main Entrance for the next two days from 12pm – 2pm only! So hurry before they pull the plug!



Bazaar Lounge Workshop Tarik Jeans: Jean-ology



An exciting workshop took place at the Harper Bazaar's Lounge as Tarik Jeans gave an intriguing talk about how their brand has taken off. Plus, they gave a little history lesson on how jeans came about. Tarik Jeans are proud to say that they use raw and unprocessed denim. This means that the material not only lasts longer but also fades into a unique pattern for each individual. This makes it personalized to the wearers as the denim, to quote Afiq, "are a canvas of their lives". He also mentions that the machines used to make these denims the way they are is by using the same vintage ones they used during the world war. Talk about iconic!

Tarik Jeans have collaborated with Momotaro, Iron Heart and other international brands. Their attention to detail go further that the stitching on the back pocket of the jeans. Another fun fact is that if you turn your jeans inside out, the pocket will have the Rukun Negara on it! How patriotic is that!

They ended the session with a Q&A where they were asked where denim would be in 20 years. Denim, the answered, is something that has evolved over time. It will continue to evolve according to the consumers' needs and wants.