

Client: WeStyleAsia.Com

Event Roundup: Kuala Lumpur Fashion Week 2017

KLFW Day 3: Fashion Filled Friday!

Day 3 of KL Fashion Week 2017 has dawned upon us! It was filled with more fashion shows, more designers, and even more fashionistas! Guests were still seen going about to the booths and taking photos of the fashion vibe at Pavilion Mall. Once again, there were more activities happening around. Check out what you may have missed and catch up with them tomorrow!

Air Asia



AirAsia is a proud sponsor of KL Fashion Week and have popped up a fun little booth of their own! As soon as you come into the main entrance, you will see a bright green screen staring back at you. That will be the AirAsia pop up photo booth.

However, this is no ordinary photo booth. You get to pose as you like and it will be turned into a flash file decked with awesome moving strobe lights as the background! It is all absolutely free and as soon as you are done, it will be emailed to you.

Apart from that, they are currently promoting their loyalty programme with pretty neat deals! The best one is that if you sign up with a HSBC credit card and spend a minimum of RM1000, you will be able to get 30,000 points!

Download their loyalty app now and find out different ways you can redeem points to get a free flight! They are there until August 20th from 10am-10pm at the main entrance of the Pavilion Mall so make your way down before it gets away.

Wowsome X NerdUnit X Epson Collaboration



Wowsome is working with NerdUnit and Epson to bring you awesome customizable phone covers and T-Shirts for KL Fashion week! The designs are done in camo in plain white T-Shirts that come in all size inclusive of young children. Those interested can also add in their names and where they are from! They are at level 4 at Pavilion Elite until August 20th daily from 10am till 10pm.

Tune Talk



To quote the official Telco for KLFW 2017 *"Highlight Those Cheekbones!"*

Tune talk is having a promotion for their packages and have set up a dressing table decked with bulb lights! You will feel like a total celebrity while touching up your makeup. Plus, if you Register or Reload at their booth, you will get a special edition box of 3 FAME Lipstick from Tune Talk! They will be here daily at the main entrance of the Pavilion from 10am – 10pm until August 20th so come on by and get your pop of lip!

Happenings at Bazaar Lounge: Inspirations with Aireen Omar & Pham Ngoc Luu Uyen



Harpers Bazaar had the chance to interview two amazing women! Aireen Omar, the CEO and Executive Director of AirAsia Berhad and Pham Ngoc Luu Uyen, the managing editor of BAZAAR Vietnam. The two ladies mentioned their views of the recent AirAsia Runway Ready Designer Search 2017 and it was nothing but them singing praises to the brilliant participants of the competition. They continued mentioning that all the designers gave it their all and went beyond their expectations. Aireen mentioned that they keep the same Asian theme as it is something that local designers can relate to. When asked what the end goal of this competition is, they mentioned that it is always about helping young designers find their ground and helping them achieve their dreams.

Bazaar Workshop with Atelier Fitton: Suit up



Atelier Fitton had a workshop with Bazaar and educated us on the art of suiting up. He emphasized on that to rock a suit; one must first be confident with themselves. While the style of the suit may be important, the way you carry yourself matters a whole lot as well. He carried on giving tips of how to choose the right suit. Flaps at the back of a blazer is important so that when you sit, it flips back, decreasing the intensity of creasing. He brought a long couple of his designs and mentioned that if here going to a formal event, he would always stick to the darkest green he can find. In fact, he was wearing a dark green during the workshop as well!

Atelier mentions that suits should be fun to wear. It does not have to always be all black and white. He recommends getting 3 or 4 shirts and 4 to 5 trousers of different colours are great to mix and match with. His newer designs are moving away from conventional belt loops and have now opt for an adjustable waistline, making it easier for those (like myself) who do not want to bother with getting belts.

It gets a little deeper as he talks about how he got started with fashion and design. It started with his fascination of how things worked. He patched up trousers that he cut up to see how the seams work. After a long 7 years of practice, he got better with his sewing and has claimed to have become *“one with the machine”*

Do check out his designs and his store which has now moved to a new place at 82-A Jalan Rotan, Kampung Attap, 50460 Kuala Lumpur.

