

Fashion week at 1Utama

'Fashion on 1' sends out a positive message

IT ONLY takes one event to spread awareness about a cause or a message. And that's what 1Utama Shopping Centre desired to achieve with its Fashion On 1 Fashion Week which opened with a gala party hosted in spectacular style recently.

Highlighting the positive message of inner beauty through the theme "It's not what you say. It's how I feel", the organisers hoped to show that it was alright to be yourself, and that fashion was for everyone.

Celebrating diversity at the party was emcee Joanne Kam, the epitome of a plus-sized woman whose daring dress sense constantly challenged the stereotypical fashion ideal.

The tone of the evening was set by non-models and real women showing off T-shirts designed by Carven Academy of Fashion students carrying messages such as "I'm curvalicious beautiful" and "I'm proud to be me, Beauty = Attitude".

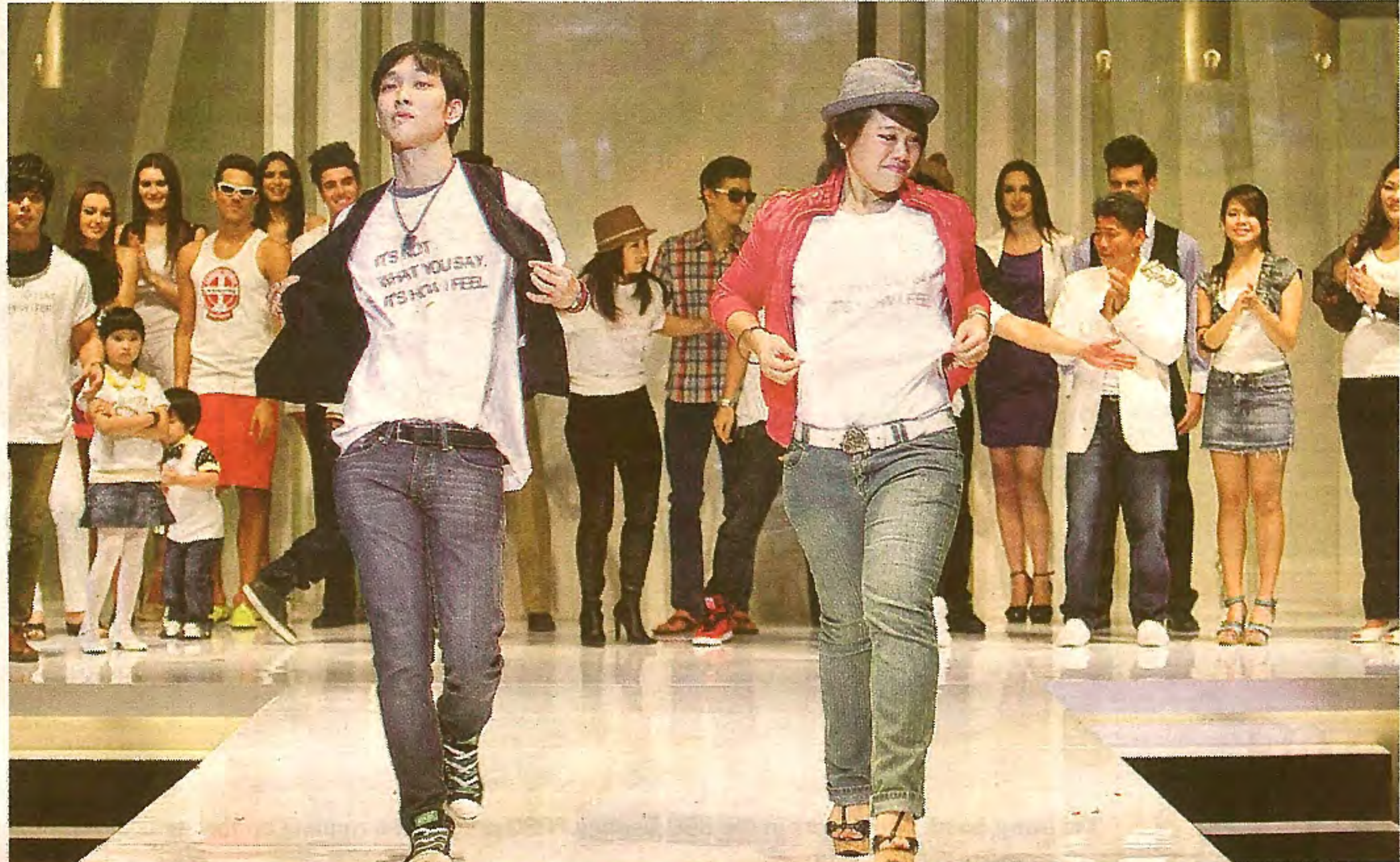
Celebrities Chelsia Ng, Rashid Salleh, Winnie Kok, Nadia Heng, Henley Hii, Jeremy Teo, Non, Lavin Seow, Zenny and Baki Zainal were also invited to grace the runway together with singer Janet Lee who serenaded guests with a rendition of Christina Aguilera's *Beautiful*.

Held at the concourse in stylish surroundings, the invitation-only party was attended by movers and shakers in the retail industry.

While sipping cocktails, the fashionable crowd viewed the latest Spring/Summer 2011 collections by brands like Charles & Keith, Bebe, Key Ng, Forever 21, Aldo, Jaspal, Promod, Xixili, Ogival and Crocs.

Upbeat and playful outfits were modeled against a white runway with distinctive silhouettes decorated with fresh flowers handpicked by the 1Utama team to add even more colour to the season.

1Utama A&P manager Patrick So said, "1Utama's Fashion Week is a celebration



Trading in their mics: RedFM deejays Jeremy Teo and Zenny doing the catwalk

of individuality. We want to harness the positive force of fashion's influence and send an empowering message to men and women of all shapes, sizes and ages.

"Fashion is beautiful and everyone should be able to enjoy it."

1 Utama will be buzzing with shoppers having front row seats to over 40 fashion shows.

Trends this season showcase plenty of colour, bright prints and an overall relaxed celebration.

Aside from summer dresses and beautiful tops, cocktail gowns, sports jackets, menswear, tailored trousers to accessories like sunglasses and innerwear will be modeled on

the catwalk.

The models' looks will be carefully put together by official makeup partner Shu Uemura and official hair stylist partner Redken.

Aside from fashion shows for the public, private events - Glamorous Eye Con Eyewear Fashion Show, Triumph 125th Birthday Celebration, Croc's Exclusive Spring/Summer Collection Launch and Amber Chia Inaugural Graduation Show Spring Summer 2011 will take place in conjunction with Fashion On 1.

As a gift to shoppers, 1Utama is giving away free limited edition Fashion On 1 tote bags from now until May 31.

Aside from going green, the tote also carries a cool message.

Redemption is available with a minimum expenditure of RM350 (or RM300 for Onecard members) in a single or maximum of two receipts for purchases from selected fashion

and accessory shops.

In addition, shoppers will receive a free Onecard with three years membership just by flashing the Onecard advertisement which will be published in the Fashion


On 1 booklet.

Pick up a free copy of 1 Utama's Fashion On 1 booklet available at Customer Service Centres for complete listings of fashion show schedules and promotions.

Singing out: Janet Lee performs at the fashion show.



Helping out: Celebrities Alam Yun and Emily Lim lend their support to the show.



INTERNATIONAL SPECIALIST EYE CENTRE

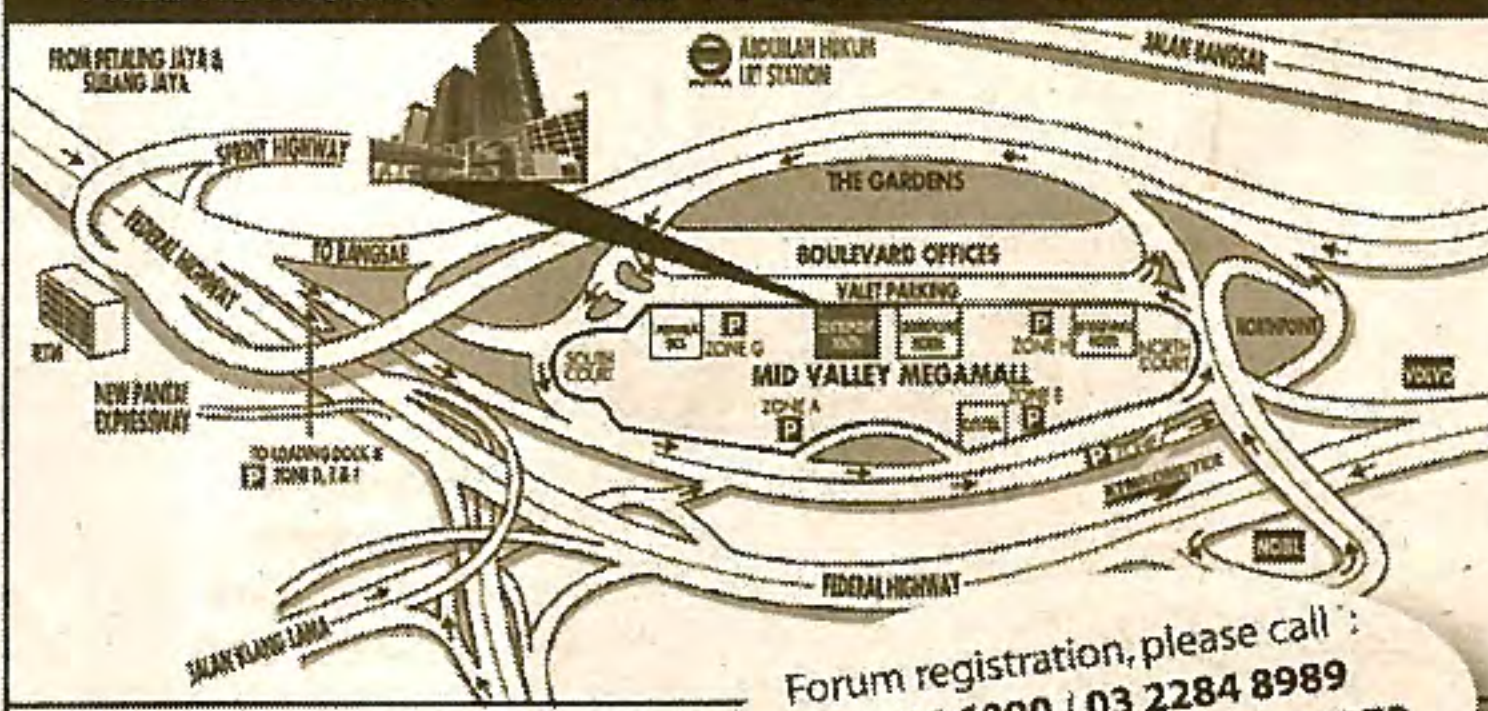
PUBLIC EDUCATION FORUM

AGEING & YOUR EYES, LASER REFRACTIVE SURGERY and CATARACT SURGERY (PHACOEMULSIFICATION)

SPEAKERS ISEC EYE SPECIALISTS

date	SATURDAY, MAY 21st, 2011	time	2.00pm - 3.30pm	venue	LEVEL 8, ISEC
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*** FREE ADMISSION * LIMITED TO 100 SEATS * CALL TO REGISTER**



Forum registration, please call:
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