

**PRESS  
RELEASE**



## **RETURNS IN-STYLE WITH FRENCH MASTERPIECES**

### **France's No. 1 Premium Beer around the World launches its Exclusive Fashion Competition with Panache**

**KUALA LUMPUR, 18 JUNE 2013** – From master tailors to master brewers, where haute couture meets the French Art of Pleasure, Kronenbourg 1664 L'Aperitif Fashion 2013 returns for another year of fashion forward inspirations. Aptly themed 'French Masterpieces', this year's competition casts a wider net and is slated to be one of the most attractive fashion showcases in 2013. With over a hundred entry submissions throughout the month of May, only 20 have made it to the next round where 10 lucky participants will be shortlisted for the grand finale.

Raising the bar by introducing new dynamism and greater exposure, Kronenbourg 1664 L'Aperitif Fashion 2013 has enriched its format for partakers and will be giving away a priceless award where the winner will have the opportunity of a lifetime to intern for 3-months at a top fashion house in London, recommended by its Patron Datuk Prof. Dr. Jimmy Choo O.B.E. In addition, the appointment of a new Mentor and line-up of judges have also been painted onto the 'Masterpiece'.

Juliet Yap, Marketing Director of Carlsberg Malaysia mentioned, "Kronenbourg 1664 L'Aperitif Fashion is, for the 2<sup>nd</sup> consecutive year, partnering with the biggest names in the local fashion industry for a more robust and exciting competition in 2013. Each finalist will have to learn the ropes of becoming a fashion designer in the real world. The entire process has been refined to ensure that the platform provides not only an avenue to showcase their talent but presents a complete learning experience throughout the competition."

Taking on the role of Mentor this year will be Malaysia's most stylish fashion guru, Gillian Hung. Her expertise and in-depth knowledge of the industry brings new perspective and understanding to the competition and will aid the contestants in reaching their full potential throughout the series. She will also be guiding the final 10 in producing each individual's grand finale collection of five outfits.

Apart from its Patron Datuk Prof. Dr. Jimmy Choo and Mentor Gillian Hung, other iconic personalities have also come on board as judges for this year including the enigmatic fashion designer Keith Kee.



The judging criteria will be guided by the theme 'French Masterpieces'. Designers will be graded on outstanding creativity, skill of workmanship and the inspirations they have drawn to celebrate the richness of the French culture.

Hariharan Arasu, winner of Kronenbourg 1664 L'Aperitif Fashion 2012 mentioned, "L'Aperitif Fashion was the perfect platform for me to showcase my designs to the public and fashionistas of Kuala Lumpur. My 5 day mentorship in London in March this year with Datuk Prof. Dr Jimmy Choo O.B.E was an amazing learning experience and has helped to kick-start my career in the industry."

Joining the competition as key sponsors are the luxurious The Majestic Hotel; providing the Official Venue for the entire campaign and L'Oreal Professionals who will be creating hair masterpieces to complement the entire showcase.

As the French champagne of beers, Kronenbourg 1664 sees great potential in the local fashion industry. Solidifying its moniker in the fashion scene, Kronenbourg 1664 L'Aperitif Fashion's platform is resolute on providing budding new designers and imaginative minds an avenue to showcase their works of art while drawing attributes from the French sense of lifestyle, culinary and of course fashion.

For more information on Kronenbourg 1664, please visit [www.kronenbourg1664.com.my/LAF](http://www.kronenbourg1664.com.my/LAF)

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#### **About Kronenbourg 1664**

Kronenbourg 1664 is a super-premium beer that was named after the year Jerome Hatt, the founder of Brasseries Kronenbourg, first started commercial brewing. Since the fifties, Brasseries Kronenbourg is France's leading beer company, with unique 350-year know-how and a famous portfolio of beer brands. In 2008, Brasseries Kronenbourg became 100% part of the Carlsberg Group. Today, Kronenbourg 1664 is the best-selling super premium beer in France and is sold in more than 70 countries.

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