



KRONENBOURG 1664 L'APERITIF FASHION CROWNS A CHAMPION ON THE RUNWAY OF FAME

Young Creative Minds showcase French Masterpieces in true Kronenbourg 1664 style

KUALA LUMPUR, 7 NOVEMBER 2013 –The Kronenbourg 1664 L'Aperitif Fashion showcased the beautiful interpretations of 'French Masterpieces' by nine local budding fashion designers at a grand finale runway show held at the Majestic Hotel, Kuala Lumpur. After a 7 month long of effort, from entry submission, public voting, short-listing of 20 finalists, design conceptualization, creating the outfit, to fitting, hairdo and choosing their models for the runway, Ellie Lim Mei Li emerged as winner and won a 3-month internship with the world acclaimed fashion designer Nicolas Georgiou in London, recommended by the Patron of Kronenbourg 1664 L'Aperitif Fashion Datuk Prof. Dr. Jimmy Choo, O.B.E.

"Kronenbourg 1664 is France's No.1 premium beer around the world. Staying true to its brand personality of French culture, lifestyle and allure, Kronenbourg 1664 L'Aperitif Fashion aspires to develop the local booming fashion scene while the brand offers an avenue for the creative minds to showcase their talents." Henrik Juel Andersen, Managing Director of Carlsberg Malaysia mentioned when speaking about how the brand complemented the fashion platform.

"Today, we have witnessed dreams come true and a vision becoming a reality. Sussing out the crème de la crème of the fashion world and offering the budding fashion designers an experiential competition, Kronenbourg 1664 L'Aperitif is a professional platform that allows the young creative minds to express their appreciation of the 'French Art of Pleasure' translating their ideas into masterpieces and showcasing them on the runway," added Andersen.

From master tailors to master brewers, where haute couture meets the French Art of Pleasure, Kronenbourg 1664 L'Aperitif Fashion 2013 put contestants through the mill in preparation of the grand finale. The outcome was spectacular as the collections, inspired by Kronenbourg 1664, the France No.1 premium beer brand, reflected the culture, monumental architecture and literature of France in an outstanding rhythm of haute couture French Masterpieces.

The first contestant Shin Mei Chian presented her collection of 'Pure Evil' that depicted a certain amount of theatricality in her collection combining old-fashion and modern French styles. Ivy Kerk Mee Siang soon took over with her 'Further' collection inspired by the Barclay



Capital Bank. Next, Michelle Soong showcased her contemporary take of Marie Antoinette, 'Love Antoinette'. Presenting a polished yet Goth-style collection was Alice Ng Sheng Min who christened her collection 'Charme De Ligne'.

After a quick break, the event kicked into high gear with Nigel Chia Kay Thuan's elaborate interpretation of 'Le Fantôme De L'opéra' as models walked out dressed in avant-garde outfits. Lorenzo Peh Chin Yee was up next with 'Corsetheus', an innovative construction of corsets transformed into high-fashion ensembles. Ellie Lim however brought a more elegant touch to the show but enhanced her collection 'Charme De Ligne' with intricate detailing. A complete reverse in style was Phuna Boon Yi's 'Clermont-ferrand', an appealingly eclectic and cutting-edge mix of tradition and punk while the final contestant, Laura Yap Ai Mei presented on the only all-men's collection themed, 'Quasimodo'.

On the judging panel, Juliet Yap, Marketing Director of Carlsberg Malaysia, international fashion designers Khoon Hooi and Keith Kee, Rubin Khoo Managing Editor of August Man and Mindy Teh Editor in Chief of Marie Claire were wowed by the phenomenal talent that was being showcased. Patron of Kronenbourg 1664 L'Aperitif Fashion, Datuk Prof. Dr. Jimmy Choo OBE and mentor Gillian Hung also watched on in admiration as each collection instigated abundant applause.

Ellie Lim Mei Li, winner of the Kronenbourg 1664 L'Aperitif Fashion 2013 said "This has been an amazing journey for me. I am truly grateful to Kronenbourg 1664 for giving me not only an opportunity to learn but the chance of a lifetime to intern in London with a renowned fashion icon like Nicolas Georgiou. Taking part in L'Aperitif Fashion has been a remarkable journey for all of us, having been guided and monitored by mentor Gillian Hung on our collections."

Supporting the Kronenbourg 1664 L'Aperitif Fashion were the luxurious The Majestic Hotel; providing the Official Venue for the entire campaign, L'Oreal Professionals who was the Official Hair Stylist and Diva Productions who put together a make-up palette that complimented each look and feel of the French Masterpieces.

For more information on Kronenbourg 1664, please visit www.kronenbourg1664.com.my/LAF

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