

**PRESS
RELEASE**



KRONENBOURG 1664 MAKES FASHION A STATEMENT

Kronenbourg 1664 L'APERITIF FASHION kicks-off with fashion forward flair

Kuala Lumpur, 27 March 2013 – Style icons and fashion lovers alike were treated recently to the prelude of the much anticipated Kronenbourg 1664 L'APERITIF FASHION, a fashion platform that stimulates an outstanding showcase of creativity and talent at one of the 1-week shows of Mercedes-Benz STYLO Fashion Grand Prix 2013.

Kronenbourg 1664 L'APERITIF FASHION is a competition designed by Kronenbourg 1664 that gives aspiring fashion designers a chance to showcase their talents and skills in fashion designing. The event themed 'Not Les Miserables' was held at the newly opened Aloft Hotel, KL Sentral and had a classy theme, French Chic which saw many attendees showing their laissez-faire approach to fashion. Berets and French inspired clothing were the attire of choice by KL's fashion elite.

The event was kicked off by Datuk Nancy Yeoh, the President and CEO of STYLO International who gave a welcome note but what really kicked off the event was the entrance of Soren Ravn, the Managing Director of Carlsberg Malaysia who made his grand and unexpected entrance with a Harley Davidson. He then performed by rapping an original Kronenbourg rap song accompanied by Asia's No 1 beat-boxer Shawn Lee.

Commenting at the event, Soren Ravn mentioned, "Last year we had an outstanding showcase of creativity and talent. The Kronenbourg 1664 L'APERITIF FASHION platform gave budding new designers and imaginative minds an avenue to showcase their works of art. This year, we are back for another exceptional showcase. With a mission to progressively cultivate and enhance the fashion industry in Malaysia, this year's L'APERITIF FASHION is slated to be more stylish not only in terms of scale, but also rewards."

"Together with other well-known fashion icons of Malaysia, we have with us the catalysts and most influential personalities of the fashion arena combining their efforts to help shape, inspire and develop the booming fashion scene in the country. The Kronenbourg 1664 L'APERITIF FASHION series is a testament to our mission in bringing to life the brand's



stalwart philosophy of presenting ingenious creations that personifies French allure,” added Ravn further.

Four acclaimed local designers, Carven Ong, Bill Keith, Tangoo and Alexandra Yeo showcased their masterpieces at the event. The highlight of the evening was the special appearance by Malaysia’s most recognizable supermodel Amber Chia who dazzled in a unique, never before seen dress made of 2,500 pieces of Kronenbourg 1664 bottle caps conceptualized by Kronenbourg 1664 and designed by Alexandra Yeo.

With a full fledge fashion competition gearing up to take over the runway, the fashion industry is in store for a whirlwind showcase. The preview event at STYLO served as a great kick-off to 2013 with Kronenbourg 1664 drawing attributes from the French sense of lifestyle, culinary and of course fashion. All of these elements will be brought together at a spectacular finale event - the big end with a big bang incorporating a pleasurable visual feast of food, music and fashion.

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