



**KRONENBOURG 1664 LAUNCHES  
L'APERITIF FASHION IN MALAYSIA**

*~The glamorous French version of Happy Hour~*

**Kuala Lumpur, 15 December 2011** – Kronenbourg 1664, France's No.1 selling beer recently launched its very first L'APERITIF FASHION – a reinvention of the Happy Hour in Malaysia that showcases French glamorous influence in Malaysian fashion.

To the honour of L'APERITIF FASHION, the world-renowned Malaysian-born shoe designer Dato' Professor Jimmy Choo, OBE made a special appearance at the inaugural launch and shared his wisdom on the development of Malaysia's fashion industry and his devotion in educating, supporting and training that aims to inspire the talented local designers. Dato' Prof Jimmy Choo has added another feather to his cap recently after being crowned the World's Outstanding Chinese Designer (WOCD) for 2011, for his great achievements in shoe design, by the prestigious Hong Kong Design Centre (HKDC). His involvement as mentor in the L'APERITIF FASHION is a testament of his passion in imparting knowledge in designs and experience in the international industry to the talented local designers who aspire to showcase their masterpiece on the international run-way.

Other well-known fashion icons of Malaysia such as Andrea Fonseka, Amber Chia, Gillian Hung and Keith Kee have also been appointed as fashion gurus for the upcoming L'APERITIF FASHION runways in 2012.

Soren Ravn, Managing Director of Carlsberg Malaysia said *"Inspired by the French Art of Pleasure, Kronenbourg 1664 is proud to introduce L'APERITIF FASHION, the glamorous French version of Happy Hour in Malaysia. With its strong affiliations in the fashion scene and supported by world-renowned shoe designer Dato' Prof Jimmy Choo, OBE, as mentor and Malaysia's well-known fashion icons as gurus, Kronenbourg has set the fashion runway for talented local designers to showcase their creativity through a collection of French infused masterpieces. Special thanks goes to our tourism ambassador to the United Kingdom, Dato' Prof Jimmy Choo, OBE for his devotion in educating the Malaysia fashion industry and knowledge-sharing that is definitely inspiring many."*

Josiah Mizukami, ambassador of L'APERITIF FASHION shared, *"France has been recognised as a leader of decorative arts and high culture since the 17<sup>th</sup> century. L'APERITIF FASHION is inspired by one of the biggest fashion capitals of the world and it is a great platform to assist*

*talented local designers to reach a more international level in the fashion scene here in Malaysia. I look forward to more exchange sessions when we combine experienced designers with local talented designers at the upcoming L'APERITIF FASHION runways in 2012."*

The first-of-its-kind and inspired by Kronenbourg 1664's French Art of Pleasure, L'APERITIF FASHION was launched with the unveiling of *Gallo by Thian's* concept designs by lead designer, Teresa Thian. The Kedah born fashion designer who is well-known for her chic, feminine and elegant designs unveiled her L'APERITIF FASHION collection. The design combines vintage with elegance, reflecting French's sophistication. It is a bold fashion statement that is seductively French infused with Malaysian elements.

The exuberant designer, Teresa Thian said *"I'm honored to be the first designer to launch L'APERITIF FASHION and join in this fashion revolution with Kronenbourg 1664. It's a great opportunity for me to share my passion for the French sophistication in design with Kronenbourg 1664's L'APERITIF FASHION as the platform."*

*"We are proud of our association with Kronenbourg as it accentuates the sophistication that VIEW Rooftop Bar brings to urbanites in Kuala Lumpur and honored to be the venue of choice for the launch of L'APERITIF FASHION. VIEW Rooftop Bar was recently awarded the Platinum Winner for Best Entertainment Outlet of The Year - Hospitality Asia Platinum Awards Regional Series 2011-2013 in Singapore and we feel that the concept of L'APERITIF Fashion complements with what we are achieving here at VIEW,"* said Colin Ng, Executive Director of GTower shared.

With over 350 years of heritage, Kronenbourg 1664 is effortlessly sophisticated and is synonymous with French luxury. The brand is also highly associated with fashion with iconic events such as *Kronenbourg's Who's Next Designer Search* and presence at renowned fashion shows such as *Malaysian International Fashion Week*, entered into a global partnership with *Christian Lacroix* who recently designed a key art visual for a range of Kronenbourg's communication materials and glassware range, *partnered with the Le Madame Q Fashion Group* in the week-long French Fashion Soiree in KL showcasing French fashion labels such as Morgan de Toi, Celio and Thierry Mugler *Prestige Top 40 Under 40* event.

For more information on L'APERITIF FASHION, please visit [www.facebook.com/KronenbourgMY](http://www.facebook.com/KronenbourgMY)

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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.

### **About Teresa Thian – Designer for Gallo By Thian**

Teresa Thian, lead designer for Gallo by Thian' is well-known for her seductive mix of chic and fanciful with feminine elegance. A graduate from Raffles Design Institute of Kuala

Lumpur in 2005, Teresa launched and produced her own label known as 'Gallo by Thian' in 2006. Since then, she has been making waves in the local fashion scene here in Malaysia.

### **About VIEW Rooftop Bar**

VIEW Rooftop Bar is an award winning bar (Platinum Winner for Best Entertainment Outlet - Hospitality Asia Platinum Awards Regional Series 2012 – 2014) that offers an alternate perspective to nightlife for the sophisticated urbanite hosting spectacular views of the KLCC Twin Towers as a backdrop and the glowing night lights all the way to the Ampang Hills and Titiwangsa mountain range. VIEW has transformed KL's nightlife to a different level. Nestled at the top of GTower, it is one of the most iconic rooftop bars in the world and a coveted destination for the sophisticated chic set. Presenting experiential and sensory spaces from the glamorous and luxurious champagne 'jewel box' room to a contemporary single-malt whisky lounge with individualized custody cases, to the emotive al fresco bar. VIEW's perfect combination for the senses makes it ideal for romantic interludes, glamorous cocktail parties and unforgettable events. It really is the ultimate VIEW.

For more information on VIEW Rooftop Bar, please contact:  
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