



**PRESS
RELEASE**

L'APERITIF FASHION CALLS FOR NEW TALENTS **Win a 3-month internship at London Fashion House**

Kuala Lumpur, 22 April 2013 – Kronenbourg 1664, France's No.1 super premium beer gets 2013 off to a chic start with their celebrated fashion platform, Kronenbourg 1664 L'Aperitif Fashion. A celebration of young upcoming local talent, this year's competition promises bolder, more sophisticated creations that are set to captivate Malaysian fashion enthusiasts and style aficionados. Winner of the competition will be qualified for a 3-month internship at one of the top London Fashion House courtesy from Kronenbourg 1664. Interested designers can start submitting entry forms before deadline on 31 May 2013.

Soren Ravn, Managing Director of Carlsberg Malaysia mentioned, "This year is indeed a very exciting year for us and Kronenbourg 1664. We will be hosting the fashion event of the year. With Gillian Hung, President of Malaysian Official Designers' Association (MODA) on board as a professional mentor, our designers can expect eclectic ideas and feedback. In addition we've implemented a public voting system for the top 5 finalists so it will be a more interactive process leading up to the finale".

"2012 was a learning year for us, providing the right platform for young designers and learning the curves of the fashion industry. We had the chance to introduce the winner of L'Aperitif Fashion 2012, Hariharan Arasu, an amazing young designer to the local industry at last year's finale. He was given the opportunity to intern with Dato' Professor Jimmy Choo in London at the beginning of the year and I believe it was an eye-opener for him," Ravn added.

This year's theme – French Masterpieces will be an amazing concept that designers can work with to celebrate the richness of the French culture. Judges will be grading the designers on outstanding creativity, skill of workmanship and inspiration. Fashion designers who are keen on joining will have to submit four documents before the application can be processed for judging. Coloured sketches, mood boards and fabric boards; all of A3 size must be submitted together with the application form. The mood board should contain the description of the design concept and vision for the collection to add depth and context to their designs.

The top 20 Participants that qualify to the next round will receive RM500 cash to develop their collection taking them a step closer to the real world of fashion. They will then participate in a qualifier challenge and creative photo shoot before the judges' shortlist their



five finalists. This amazing top 5 will then be mentored by the infamous Gillian Hung to produce a grand finale showcase collection.

Hariharan who prefers to be known as Ardana Haran shared , “L’Aperitif Fashion was the perfect platform for me to showcase my designs to the public and fashionistas of Kuala Lumpur. The opportunity was an amazing learning experience for me and has kick-started my career in the industry.”

Kronenbourg 1664 L’Aperitif Fashion series is a platform that provides budding new designers and imaginative minds an avenue to showcase their works of art. Furthermore the event draws attributes from the French sense of lifestyle, culinary and of course fashion.

All aspiring designers who are interested can visit the micro site to register and download the brief for the competition at www.kronenbourg1664.com.my/LAF

For more information on Kronenbourg 1664, please visit www.facebook.com/KronenbourgMY

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