

**PRESS
RELEASE**



TOP 10 FINALIST UNMASKED

The crème de la crème showcase their masterpieces as the competition picks up pace

KUALA LUMPUR, 8 JULY 2013 – Kronenbourg 1664's L'Aperitif Fashion 2013 officially kicked off with a magnitude of over 150 talented up and coming fashion mavens, hungry to make their mark in the fashion scene. While 20 contestants made it to the semi-finals, the jury, after much deliberation has cut that number down to only 10 finalist, who will vie for the main prize.

After a stringent 2-day judging session, inspired after the theme 'French Masterpieces', 10 budding designers with outstanding creativity, who best translated the richness of the French culture have been selected from the top 20 finalists. The finalist who presented their work were measured by 20% presentation skills, 20% accuracy from conception of the outfit to the real piece, 20% fabrication, 20% based on technical construction and 20% from workmanship.

"Our L'Aperitif Fashion's judges and mentor are very impressed with the sketches that reflect their passion for fashion. Gillian, Keith and I see great potential in the shortlisted 10 designers. With the close coaching from our Mentor, Gillian Hung and competitiveness of the designers to win the grand prize of a 3-month internship at a top fashion house in London, recommended by its Patron Datuk Prof. Dr. Jimmy Choo O.B.E. I am confident that the Kronenbourg 1664 L'Aperitif Fashion Grand Finale is going to be a superb show!" Juliet Yap, Marketing Director of Carlsberg Malaysia commented during the jury session.

The top 10 will now move on to producing each French Masterpiece showcase, from stage set-up, music and most importantly, their 5 Kronenbourg 1664's inspired outfits that will take on the runways at the L'Aperitif Fashion 2013 grand finale in November. Within the next 5 months, they have to learn the ropes of becoming a fashion designer, from sketch to sew, from dressing mannequins to models and from drawing in their little studio to meeting key fashion opinion leaders in the real world. The entire process has been refined to ensure that



the Kronenbourg 1664 L'Aperitif Fashion platform provides not only an avenue to showcase their talent but presents a complete learning experience throughout the competition.

Amongst the top 10 are (Names of participants and their design concept)...

To aid in the grand finale, a public voting system has also been put in place to ensure that friends, fans and fashion lovers are able to engage and be part of the Kronenbourg L'Aperitif Fashion 2013. For those who love fashion and enjoy creativity and design, do follow the progress of the competition and vote for your favourite designer through Kronenbourg 1664 L'Aperitif Fashion's website <http://www.kronenbourg1664.com.my/LAF>.

From master tailors to master brewers, where haute couture meets the French Art of Pleasure, Kronenbourg 1664 L'Aperitif Fashion 2013 is presenting another year of fashion forward inspirations with 10 creative designers who will showcase their works of art while drawing attributes from the French sense of lifestyle, culinary and of course fashion.

With an exciting episode ready to unfold, Kronenbourg 1664 L'Aperitif Fashion 2013 is underway.

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

-End-

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.

----- End -----

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Carlsberg Malaysia

Elynn Chuah
Assistant Brand Manager
D/L: 03 - 5522 6334;
elynn.sl.chuah@carlsberg.asia

Pearl Lai
Head
Group Communications & Marketing Activation
D/L: 03 - 5522 6408;
pearl.lai@carlsberg.asia

Milk PR Sdn Bhd

Kim Yeow
H/P: 012 - 218 8058
kim.yeow@milkpr.com.my

Michelle Bridget
H/P: 012 - 697 735
michelle.bridget@milkpr.com.my