



FOR IMMEDIATE RELEASE

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A NIGHT OF STAR-STUDED GLAMOUR WITH KRONENBOURG

Kronenbourg 1664 hosted world renowned tennis players, local celebrities, VIP guests and other sponsors of the BMW Malaysian Open 2012 to an exclusive poolside fashion show by award winning designer, Justin Yap at the welcome reception held at the Double Tree Hilton on Sunday evening, February 27. The catwalk saw a burst of colours as Malaysian designer Justin Yap showcased 22 pieces of his latest stunning creations on the runway of Kronenbourg 1664 .

Among the local celebrities and dignitaries in attendance were Malaysia's world renowned shoe maker and the fashion mentor of Kronenbourg 1664's sponsored L'APERITIF Fashion events, Dato' Jimmy Choo, local fashion icons Andrea Fonseka, Amber Chia, Patricia Sue-Lin Knudsen and the star players of the BMW Malaysian Open, such as current world number five, Agnieszka Radwanska, former world number one, Jelena Jankovic, Slovakian tennis star, Jarmila Gajdosova, and many others.

"Kronenbourg 1664 is extremely proud to be supporting the international tennis tournament by sponsoring the BMW Malaysian Open for the second time in a row. To us, this partnership makes perfect sense. It is a culmination of two of the world's best – the WTA Tour, the world's most competitive women's sport and Kronenbourg, the world's number one French premium beer. At Kronenbourg 1664, we believe that we are a perfect companion for the arts, fashion and sports," Soren Ravn, Managing Director of Carlsberg Malaysia said.

Kronenbourg 1664
PREMIÈRE BIÈRE FRANÇAISE

As guests mingled throughout the night accompanied by the fresh tastes of Kronenbourg's Lager and Blanc premium beers, Justin Yap got heads turning as models took his designs to the runway to showcase 22 pieces of his latest collection. Using vibrant, contrasting colours and ombre silk chiffons, the 22-year-old Piala Seri Endon Batik award winner mesmerised guests with his bold, colourful designs. During the finale, Yap was also joined on the runway by four tennis stars – Erika Sema, Yurika Sema, Jarmila Gajdosova, and Jelena Jankovic who were all dressed in Justin Yap.

“I am extremely thrilled to be invited to work with Kronenbourg and to be able to showcase my designs at this event. I understand that fashion is a cause Kronenbourg is committed to with the brand having organized the series of L'APERITIF Fashion events throughout the year,” Yap said.

Jelena Jankovic, the former world number one and current world number 13 who was spotted at the welcome reception had this to say, “I'm very excited to be here in Kuala Lumpur, it's my first time here and I have really been enjoying myself from what I have seen. It's a beautiful city and people here are so friendly and kind and I'm having a lot of fun”.

Photos from the week are uploaded to Kronenbourg 1664's Facebook page and fans can view and download them at <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 a 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

Find out more at www.carlsbergmalaysia.com.my

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