

**PRESS  
RELEASE**



## **A FASHION FEAST AT ITS FINEST**

### **Kronenbourg 1664 L'Aperitif Fashion's Grand Finale Hit Its Pinnacle & Crowns a Winner**

**KUALA LUMPUR, 20 November 2012** – Kronenbourg 1664's unique fashion platform L'Aperitif Fashion ends with an electrifying climax as it showcased the Grand Finale of the series at Luna Bar, Kuala Lumpur recently. One of six dynamic young designers walked away proudly with an award of a lifetime, after a sizzling exhibition of haute couture claimed the runway.

Hariharan Arasu, an engineer of chic ensembles sauntered off with a priceless experiential reward; receiving a five day one-on-one mentorship session in London with world-renowned Malaysian-born shoe designer, Tourism Malaysia Ambassador to UK and a Honorary Doctor of Arts of the De Montfort University Professor Dato' Dr Jimmy Choo, OBE.

His stint also includes a visit to a shoe making studio situated at the London College of Fashion, a visit to Nicolas Georgiou's studio, who currently designs for Austin Reed, a visit to Peter Chow's studio, a successful fashion entrepreneur who currently owns numerous shoe outlets and clothing ateliers all over England, a one-day London fashion tour and last but not least a day of sightseeing outside London.

The Kronenbourg 1664 L'Aperitif Fashion Grand Finale was the epitome of a year-long vogue series which reflects the brands resolution to provide the most unique and advanced platform for budding designers to showcase their talent to industry experts and earn a mentorship programme with Prof Dato' Dr Jimmy Choo OBE. With a runway sprawled across the pool and hundreds of notable guests crowding around the stage, the event depicted something out of a high-fashion Paris feature.

According to Soren Ravn, Managing Director of Carlsberg Malaysia, Kronenbourg 1664 L'Aperitif Fashion is one of Malaysia's most prestigious fashion platforms that refines and develops talent in the industry. "This event provides an avenue for budding talents to exhibit their creations. It is the most unique and advanced outlet, where their work is exposed first hand to industry experts. The entire experience allows our contestants to explore their creativity and create signature looks that define their individual expressions. This is further amplified because the winner is then rewarded with an opportunity of a lifetime, to which he or she receives a mentorship programme with Prof Dato' Jimmy Choo OBE in London to



progress further in their careers and develop progressively as a new talent in the fashion scene.”

Explicitly the best Kronenbourg 1664 L’Aperitif Fashion of the year, the affair brought together some of the most notable names in the fashion arena. Among the countless bold faces that attended the soiree were judges, Andrea Fonseka, Amber Chia, Keith Kee and Jason Lim, all of whom contributed to the boisterous applause at the end of the glamorous episode.

The red-carpet affair held elegant touches for guests such as the styling booths sponsored by L’Oreal Professional and Tenze Hair Studio to keep hairstyles in check throughout the night while the make-up was sponsored by Shu Uemera. The lush ambience also set the mood for a high-street fashion show while macaroons and iced cold Kronenbourg 1664 and Kronenbourg 1664 Blanc sated the audience.

Soon it was lights, camera, action as the competition was underway and models traipsed over the pool in their modish ensembles. A total of 18 Kronenbourg 1664 inspired outfits were showcased, each with its own unique designer’s twist. Everything from boxy-dresses, abstract prints and PVC dresses were debut to an enthusiastic audience.

After an amazing run on the catwalk, the judges were drawn into deep discussion and deliberation to choose the worthy successor. Keeping spirits on a high, infamous comedian and entertainer, Douglas Lim, floored the audience with his signature anecdotes. Bellows of laughter filled the swanky occasion, placing guests in a jovial mood before the winner announcement took precedent. The moment of anticipation soon dissipated as Soren Ravn called out Hariharan Arasu also known as Herane Zera, the victor of Kronenbourg 1664 L’Aperitif Fashion’s Grand Finale.

A special surprise lay in wait as Dennis Lau and Koji emerged on stage for a sneak peak performance of what is in store for Kronenbourg 1664 L’Aperitif Fashion’s 2013. They were joined by a futuristic solo laser dance show with Soren Ravn also making an appearance for a quick rap run.

Celebrations then kicked-off as stylish guests partied into the night. A true embodiment of the ‘French Art of Pleasure’, Kronenbourg 1664 brought to life France’s best cultures and invited attendees to truly indulge in style, art and drink. Progressively enhancing, advancing and expanding the fashion industry in Malaysia, Kronenbourg 1664 delivered perfectly a French inspired lifestyle event and is geared to be even better in 2013.

For more information on Kronenbourg 1664 L’Aperitif Fashion, please visit [www.facebook.com/KronenbourgMY](http://www.facebook.com/KronenbourgMY)

### **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.

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

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