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KUALA LUMPUR FASHION WEEK 2024

ICONS COLLIDE AT KUALA LUMPUR FASHION WEEK 2024

KUALA LUMPUR, 10 July 2024 – Raising the bar for its 12th edition, Kuala Lumpur Fashion Week (KLFW) is coming together with the city's iconic shopping destination Suria KLCC and KLCC (Holdings) Sdn Bhd to host a captivating week of homegrown fashion. With over 50 designers and brands geared up to showcase their ready-to-wear collection, the annual fashion event will be set against the picturesque PETRONAS Twin Towers in a unique purpose-built structure from 29th July to 4th August 2024.

Stretching from one end to the other of the Esplanade, KLCC Park, the dedicated show space is anticipated to be a reimagined icon for KLFW. Boasting a total build up area of 12,000 sqft, the single storey layout houses the main show hall, runways, various activation spaces and can accommodate up to 500 guests per show. While the show space is for invited guests, the impressive monochrome structure is designed with a large LED screen panel which will livestream the KLFW 2024 runway, marking the first time KLFW has opened up to the public in this exciting manner.

Zeroing in on the urge to push fashion forward, KLFW 2024 will also be elevated by its renewed diversity in style, where attendees can look forward to contemporary designs that broadens the horizons of fashion, bold deconstructed pieces that challenge traditional norms, streetwear with a sophisticated makeover and hybrid designs that blend comfort with high fashion.

Making their debuts at KLFW 2024 are ready-to-wear labels Akudesign, Corak, Ghostboy, LARNEY, SHALS and Tact, who have each made their mark amongst the digitally savvy fashion crowd as new age cult favourites. A veteran in bespoke creations, Fuzana Mokhtaza will also be making her first appearance, sharing the runway with the likes of local fashion powerhouses Rizman Ruzaini, Fiziwoo, Nurita Harith and Alia Bastamam.

In the same spirit of celebrating icons, KLFW 2024 will blend modern fashion and traditional techniques by spotlighting the craft and artistry of batik in a new show slot titled "Fashion Forward Batik Malaysia" with Kelantan based batik brand Ruzzgahara. Driven by the allure of

the newly launched all-new PEUGEOT 408 is this year's "Design To Sustain" segment, which will feature the fifteen finalists of the KLFW Designer Search 2024 and their creations. The budding designers will follow in the footsteps of Uzair Shoid, a winner of the KL10 Designer Search 2022 who presented a full collection in the same segment last year and will be appearing with his eponymous label at KLFW 2024.

"Following the success of KLFW 2023's refreshed format of 7 different spaces across 7 days, we were fueled by even greater expectations and aspirations to deliver another year of cutting-edge trends, meaningful impact and world class fashion. KLFW 2024 and its new iconic show space for the year is a testament to our 12 year journey in advocating for the homegrown fashion industry, made possible by support of designers, sponsors, partners and the local fashion savvy community," shared **Andrew Tan, Founder of Kuala Lumpur Fashion Week**.

"Also joining KLFW 2024 in celebrating the best of Malaysian fashion are our sponsors Suria KLCC, KLCC (Holdings) Sdn Bhd, AmBank Group, L'Oréal Paris, Poh Kong, MOCCONA and collaborator PEUGEOT. We are also graciously supported by our partners Philips Garment Care, Magnum, Colgate, Laurier and Skechers, along with official hotels, Mandarin Oriental, Kuala Lumpur, Traders Hotel Kuala Lumpur and Impiana KLCC Hotel who have been key venues for the various events and activations leading up to show week," he added.

"**KLCC (Holdings) Sdn Bhd (KLCCH)** is proud to be the co-venue partner alongside our mall, Suria KLCC and with all our hotels, being supporting official hotels for this prestigious Kuala Lumpur Fashion Week 2024 event. This year is particularly special as we celebrate the 25th Anniversary of PETRONAS Twin Towers, a beacon of architectural excellence and cultural significance. KLCCH's partnership with KLFW not only enhances the cultural and economic energy of KLCC The Place, but it also creates an environment where local talents can thrive with their creativity and innovation. We are delighted to bring this experience to KLCC The Place, the pulse of the city, where inspiration meets possibility." shared **Datuk Md. Shah Mahmood, Group Chief Executive Officer, KLCC (Holdings) Sdn Bhd**.

Francis Tan, CEO of Suria KLCC Sdn Bhd, said, "As the official venue partner for Kuala Lumpur Fashion Week 2024, **Suria KLCC** is honoured to host this landmark event. Where better to celebrate the best of lifestyle and fashion than within KLCC The Place, the epitome of Malaysia's spirit of innovation and excellence. Thanks to the tireless efforts of our dedicated team, we are excited to welcome KLFW to Suria KLCC, which has always been the ultimate destination for fashion enthusiasts. The cherry on top has to be hosting this event with the stunning backdrop of the PETRONAS Twin Towers. This collaboration symbolises our commitment to fostering local talent and advancing the homegrown fashion industry. By providing a stage for over 50 designers and brands, we are proud to elevate Kuala Lumpur's status as a global fashion destination, inspiring creativity and economic growth."

Aaron Loo, Managing Director, Retail Banking, AmBank said, "As we celebrate the fourth consecutive year as a proud partner of KLFW, we are thrilled to witness the fusion of creativity

and innovation on the coveted tapestry of KLFW. The role of financial institutions is vital in nurturing the next generation of homegrown fashion talent. As consumer fashion trends evolve, we hope our support would inspire our fashion designers to pursue their artistic endeavours. The partnership over the years has served as an invaluable platform for us to showcase our **AmBank SIGNATURE Priority Banking** segment, providing exclusive, unparalleled experiences.

Tracy Chen, CEO AmInvestment Bank said, "As a first time co-sponsor for this prestigious event, we are proud to be affiliated with this event. At **AmPrivate Banking**, we equally resonate with the intricacies in craftsmanship and its individuality. We strive to deliver bespoke solutions crafted around each affluent individual and their unique lifestyle through comprehensive wealth solutions and personalised strategies to preserve, grow and transfer of wealth. We will continue to support the talents of the fashion industry through their creative master pieces featured at Kuala Lumpur Fashion Week. We are also honoured to be the presenter for the two prestigious awards, **Fashion Business Leader** and **Brand Of The Year** at the upcoming Kuala Lumpur Fashion Awards in November 2024. The awards signify our commitment to support and foster the growth of Malaysia's fashion industry. By merging the realms of finance and fashion, we aim to create unique opportunities for our clients and designers alike, driving innovation and excellence."

"At **L'Oréal Paris**, we're driven by our enduring commitment to empower individuals to express their unique beauty, inspired by our iconic tagline, 'Because You're Worth It.' As the official backstage beauty partner of KL Fashion Week 2024, we are thrilled to continue our collaboration, blending cutting-edge innovative beauty products with the latest fashion trends. Together, we are not only celebrating the artistry and creativity of fashion but also underscoring our role as a global leader in beauty dedicated to uplifting women across all walks of life. Through 'Walk Your Worth', we spotlight extraordinary women in Malaysia and Singapore, encouraging them to embrace their confidence and stride with pride, both on and off the runway. This exemplifies our unwavering commitment to fostering an inclusive and empowering world, blending beauty with fashion for all. Get ready to 'Walk Your Worth', and embrace living life with confidence," said **Jaren Ong, Marketing Director of L'Oréal Paris.**

Jamie Francis Morais, Managing Director of Stellantis Malaysia said "Design is deeply rooted in **PEUGEOT's** DNA and through this collaboration, we are excited that our newly launched 408 will take center stage as the muse for the Design to Sustain competition. We are confident that the 408's allure and language of attraction will stir emotions and inspiration to these budding designers. It is wonderful that KLFW is creating a platform for upcoming local talent while incorporating sustainability which is also a core value of Stellantis. We look forward to seeing the upcoming works of art on the runway."

In the pipelines post KLFW 2024 are both **Fashion Connect.24** and the **Kuala Lumpur Fashion Awards (KLFA)** as part of efforts to continuously cultivate and recognize the homegrown fashion industry. Fashion Connect, is a comprehensive networking and educational event designed to enhance the entire fashion industry supply chain by fostering a sustainable and forward-thinking

ecosystem. This full-day event offers a series of stimulating discussions and experiences with designers, industry insiders, and cultural figures. Notable panellists from previous years include fashion designers Kit Woo, Nurita Harith and Rizman Nordin along with other major players from the Malaysian Investment Development Authority (MIDA), AmBank Group, Zalora and Capital A. Honouring the nation's celebrated designers and industry figures, KLFA accorded a total of 14 coveted awards in its 2023 edition, including Brand of the Year, Outstanding Achievement and Fashion Icon of the Year. The star-studded awards ceremony paid tribute to the resilience and innovation displayed by both Malaysian designers and style makers.

For more information and event updates on Kuala Lumpur Fashion Week 2024, visit the official website at <http://klfashionweek.website/> or follow us at **@KLFashionWeek** on [Facebook](#) and [Instagram](#).

KUALA LUMPUR FASHION WEEK 2024 CALENDAR*

*Not for publication

MONDAY JULY 29	2PM UZAIR SHOID MILKSHAKE WHAT TO WEAR	5PM AKUDESIGN CORAK ANDY BANDY	8PM FARAH KHAN THE MELIUM GROUP		
TUESDAY JULY 30	12PM MODA X KLFW: ASHLEY@KAPAS STYLED BY PETER LUM ATELIER PRIVE MELSON	3PM LAURIER PRESENTS: MAGLIFESTYLE	6PM MODA X KLFW: TANGOO KN KEY NG DOUBLE U BY JIMMY WONG		9PM PHILIPS PRESENTS: SYOMIRIZWA GUPTA NURITA HARITH
WEDNESDAY JULY 31	12PM ZACHRIN JAAFARS ZERO TO TEN KHATREENA	3PM BEV C WATER THE PLANT GHOSTBOY	5PM SKECHERS PRESENTS: SKECHERS THE UNO	7PM POH KONG PRESENTS: ARUNSAYFULLDESIREE	9PM PEUGEOT PRESENTS: KIT WOO
THURSDAY AUGUST 1	3PM L'OREAL PARIS X KLFW: WALK YOUR WORTH		6PM MOCCONA PRESENTS: FUZA HASZ HISHAAM 26INCHI		9PM ALIA BASTAMAM
FRIDAY AUGUST 2	12PM PEUGEOT PRESENTS: DESIGN TO SUSTAIN	3PM BENT DISSYCO ATELIER FITTON	6PM MAGNUM PRESENTS: TACT SHALS		9PM FIZIWO
SATURDAY AUGUST 3	12PM LARNEY KEITHSIM LAGUNA SYDNEY FASHION FORWARD BATIK MALAYSIA: RUZZGAHARA	4PM AMBANK PRESENTS: ARTISANAL READY- TO-WEAR	7PM TAGUWARUWA ABU		9PM BEHATI
SUNDAY AUGUST 4	1PM MASYADIMANSOOR ASAL	3PM FAIRUZ RAMDAN + KAPTEN BATIK SUPER SUNDAY	6PM VARIANTE JIMMY LIM ZAIMIZULKAFLI		9PM RIZMAN RUZAINI

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