

MERCEDES BENZ STYLO FASHION AWARD FOR EDRIC ONG



Edric Ong with his Mercedes Benz Stylo Award

At the finale of the Stylo Kuala Lumpur Fashion Festival held last weekend, renowned designer Edric Ong was accorded the Mercedes Benz Stylo Award for Heritage for his collection and designs that best reflects the cultural heritage of Malaysia. The week long fashion festival organized by RAPR Mileage Communications under Datuk Nancy Yeoh with sponsorship from Mercedes Benz, Kuala Lumpur Tourism Council and other corporations was held in conjunction with the Formula One Grand Prix.

Known as the Malaysian designer who symbolizes true Sarawak style, Edric Ong has consistently creates unique and original fashion collections with themes such as “ A Kiss

of Nature”, “Jungle Jingle” and “ Sarongs Unwrapped” drawing his inspiration from the cultural heritage of his home state and incorporating the weavings and traditional designs of Sarawak’s indigenous people.

His theme for Stylo was ‘Within the Veil’, and it is Edric’s inspired creations for ladies who wear the veil or creations for ‘within the veil’.

Today the EO label centers on ‘eco-textiles’ crafted from silk, cotton and other natural fibers using natural dyes. These are fashioned into a collection of hand-printed and painted batik scarves, stoles and clothes for men and women. Even the colors of his fabrics come from the earth: natural tones derived from the rainforest. The chic, contemporary garments are comfortable yet stylish to wear.

Interviewed in Kuching, Edric said: “I’m very happy and proud to have been given this award; and to know that people love the designs I’ve been creating. It’s so good to have young people come forward to say that it’s wonderful how the ‘pua kumbu’, bark cloth and other cultural elements are in my designs.”

He also revealed that he will be taking his collection to two fashion shows sponsored by Galeri Petronas in Japan next week. The first will be at the ASEAN-Japan Center in Ginza, Tokyo on 3rd.April; and the second at the Indigo Museum in Tokushima, Shikoku. Other international shows in the calendar this year include a UNESCO show in Daegu, Korea in September and the Who’s Next in Paris!