

FOR IMMEDIATE RELEASE

For media enquiries and reserved seating, kindly contact:
Tassya Bainon | tassya@klfashionweek.com | +6010-914 9337

KUALA LUMPUR FASHION WEEK 2023

KUALA LUMPUR FASHION WEEK 2023 SHAKES UP ITS 11TH YEAR IN REVOLUTIONARY FASHION

KUALA LUMPUR, 11 August 2023 – Armed with a fresh new format, Kuala Lumpur Fashion Week (KLFW) returns for its 11th year in 2023 to offer a whole new level of experience, engagement and excitement. From 21st to 27th August 2023, a total of 50 designers and brands are set to debut their ready-to-wear collections at 7 different spaces across the 7 days.

After celebrating a decade of putting Malaysian designers and fashion at the forefront, the annual fashion event is taking cues from current trends to reclaim and refocus on its purpose - providing a platform for Malaysian designers, fashion-forward individuals and the homegrown fashion industry to unite, honour and grow. The new format is designed to offer a renewed sense of variety and unlock a heightened level of intimacy in the way fashion shows are consumed by being more experiential and meaningful to designers and their guests.

Through the years, KLFW continues to advocate for the homegrown fashion industry by championing constant innovation, adaptations and creativity. This approach is mirrored in what is considered to be the event's most radical change yet and promises an exciting week of fashion, festivities and self-expression.

Amongst the major names of Malaysian fashion, a total of 7 designers and labels will be making their first appearance at KLFW 2023, enhanced by the anticipated comeback of Fairuz Ramdan, Andy Sulaiman, Ezzati Amira, ZaimiZulkafli and Supercrew who return after a brief hiatus. The KLFW 2023 opening show will showcase 8 featured designers from the Malaysian Official Designers' Association (MODA) in celebration of KLFW's support for the organisation and their new chapter.

The three winners of the Samsung presented KL10 Designer Search 2022, are scheduled to headline their own show slot themed "Design To Sustain" this year. Julia Wey, Uzair Shoid and Lurazah's Raunna will be presenting a full collection each, from which limited pieces will be exclusively sold at Isetan The Japan Store at Lot 10 Kuala Lumpur. A new segment titled "Asia Fashion Xchange " will be making its debut and is set to be an annual affair as part of efforts to foster and celebrate our regional asian designers and labels, starting with Indonesian brand Buttonsscarves.

"Since our inception back in 2013, we have been fortunate to achieve critical mass and widespread visibility, in no small part due to the unwavering support of designers, sponsors, partners and of course the Malaysian fashion savvy community. For KLFW 2023, our vision is to cut through the static and noise to ensure that the focus remains back to the designs, the creativity, and the urge to push fashion forward," shared **Andrew Tan, Founder of Kuala Lumpur Fashion Week.**

"This year, we are supported by our sponsors AmBank Group, L'Oréal, NX Holdings Berhad, MOCCONA, Watsons, Colgate and collaborator Samsung as well as our partners, AirAsia, AirAsia Academy, AirAsia Ride, Santan, GHD, Steve Madden, Laurastar, Isetan Kuala Lumpur and Vida. The new format will also see venue collaborations with Sofitel Kuala Lumpur Damansara, Parkroyal Collection Kuala Lumpur, Shangri-La Kuala Lumpur, Naza Tower, Platinum Park, Aloft Kuala Lumpur Sentral, Boathouse and InterContinental Kuala Lumpur. Completed by our official media EH!, GLAM, GLAM Lelaki and Harper's Bazaar - it goes to show that it certainly takes a village to be runway ready!" he added.

Dato' Sulaiman Mohd Tahir, Group Chief Executive Officer of AmBank Group said, "KLFW is an encapsulation of everything Malaysian – unique, innovative, and vibrant. We are thrilled to be a part of this highly anticipated event for the third year in a row. Financial institutions continue to play a pivotal role in supporting the aspiring generation of our homegrown fashion designers. In stride with the evolving consumer fashion trends, we hope our support can continue to inspire fashion creators to do what they do best, to strive for artistic and creative excellence. As such, we at **AmBank** are continuously improving our portfolio with the aim of creating lasting value for our clientele. Seizing the glitz and glamour of KLFW 2023, we are pleased to introduce the AmBank Signature Priority Private, a carefully crafted proposition shaped with precision to match the expectations of our elite and affluent segment clients. Priority Private focuses on personalisation of wealth solutions through a more sophisticated range of wealth products as well as exclusive lifestyle privileges specially curated to match the customer status. We are thrilled to be unveiling the full proposition of AmBank Signature Priority Private at a gala launch event on 26 August 2023 at the height of KLFW 2023, so do stay tuned for a soiree of finesse and fashion brought to you exclusively by AmBank"

"We are excited to bring **L'Oréal Paris'** impactful global campaign, 'Walk Your Worth', to Malaysia for the first time ever," said **Ankit Porwal, L'Oréal MYSG CPD General Manager.**

"Our vision for this campaign is to celebrate the uniqueness of every individual and foster empowerment through beauty and with that, KLFW echoes our vision perfectly. Together, we aim to create an unforgettable event that will not only showcase the beauty of fashion but also send a powerful message to women to walk confidently on their unique paths."

"**NX Holdings Berhad** is excited and proud to be sponsoring KLFW for the first time. We aim to nurture and empower local talents in the line of fashion and find the best synergy between our nature of business in consumer electronics with the arts and fashion industry. In order to achieve this, we have outlined two main initiatives. We have set a collaboration with renowned fashion designer Hatta Dolmat in our sustainability campaign and we are offering scholarships for students pursuing their studies in fashion to help the growth of talents in the industry. Scholarship recipients will then be given the opportunity to join us in the future. NX Holdings Berhad aims to set new standards in the industry while supporting local talents, truly reflecting the spirit of KL Fashion Week 2023," **shared Shahabudeen Jalil, Director of NX Holdings Bhd.**

"**MOCCONA** is thrilled to be the official coffee sponsor of *KL Fashion Week 2023* for the second year running. We have an array of exciting activities planned, including a special collaboration with local designer Mimpikita. Much like this iconic event, MOCCONA is about taking moments to dream and inspire, and we have no doubt that MOCCONA's wide range of coffee intensities will elevate the experience and bring moments of indulgent pleasure to all fashion and coffee lovers at KLFW23", **said Fiona Tan, General Manager Retail Malaysia, JDE Malaysia.**

"**Watsons Malaysia** is honoured to be part of the esteemed KLFW event this year as the Official Hair and Makeup partner. This collaboration marks a significant milestone for Watsons Malaysia as the No. 1 Health and Beauty Retailer in Malaysia and Asia. Fashion, health, and beauty entwine effortlessly, each complementing the other as we all know. It is an honour for us at Watsons to power the hair and makeup for this prestigious KL Fashion Week 2023 as the trendsetters in the industry. This exciting partnership symbolises our pursuit of empowering individuals to look good, do good and feel great, as we continue to push boundaries and make waves in the ever-evolving beauty and fashion landscape," **said Caryn Loh, Managing Director of Watsons Malaysia.**

"**Colgate** is delighted to join forces with KLFW 2023, establishing a vibrant collaboration to amplify the 'Smile Out Loud' ethos and break beauty norms within Malaysia's most established fashion event. Through collaborative efforts, we aspire to evoke self-confidence and shifts in prevailing beauty standards by illuminating the runway with radiant smiles. This mission aligns with our goal to show you that you are most beautiful when you don't hold back your smile," **said Nelson Malta, General Manager of Colgate South Asean Hub.**

“**Samsung** is pleased to be part of Kuala Lumpur Fashion Week 2023, anticipating a refreshing new format that offers a renewed experience. We take pride in supporting our Malaysian designers through Kuala Lumpur Fashion Week, nurturing local talent and creativity on this vibrant stage. Echoing the seamless blend of innovation and style embodied in the Samsung Galaxy Z Flip5 and Galaxy Z Fold5, the synergy between Samsung and Kuala Lumpur Fashion Week exudes energy and flair, reflecting the cutting-edge designs in our devices,” **said Elaine Soh, Chief Marketing Officer, Samsung Malaysia Electronics.**

Also making a comeback this year is **Fashion Connect.23** and the **Kuala Lumpur Fashion Awards (KLFA)**. Fashion Connect is a full day networking and educational event designed to elevate the whole supply chain of the fashion industry by creating a sustainable and progressive ecosystem. Presented by AmBank Group, the event offers scores of engaging and thought-provoking conversations and experiences with designers, industry insiders, and cultural figures. In its inaugural 2022 forum, key panellists include fashion designers Kit Woo, Nurita Harith and Rizman Nordin along with other major players from the Malaysian Investment Development Authority (MIDA), AmBank Group, Maxis and Capital A. After a year of careful re-evaluation, the KLFA returns as the prestigious fashion award that celebrates the resilience and innovation displayed by both Malaysian designers and style makers. First held in 2021, the star-studded awards was attended by 150 guests to witness the presentation of 14 distinguished honours.

For more information and event updates on Kuala Lumpur Fashion Week 2023, visit the official website at <http://klfashionweek.website/> or follow us at **@KLFashionWeek** on [Facebook](#) and [Instagram](#).

KUALA LUMPUR FASHION WEEK 2023

KUALA LUMPUR FASHION WEEK 2023 CALENDAR*

*Not for publication

MONDAY August 21 Sofitel Damansara	2PM KLFW X MODA: TANGOO DOUBLE U BY JIMMY WONG ELLEADELIC MMCLOT	6PM ZACHRIN JAAFARS MAATIN SHAKIR KLFW X MODA: KN KEYNG STYLED BY PETER LUM		9.30PM KLFW X MODA: ASHLEY WONG ATELIER PRIVE MELSON JIMMY LIM
TUESDAY August 22 Parkroyal Collection Kuala Lumpur	2PM WATER THE PLANT BENT ABU	6PM ROMYDA_KL NELISSA HILMAN LAGUNA SYDNEY MASYADIMANSOOR		9.30PM NX PRESENTS: HATTA DOLMAT
WEDNESDAY August 23 Shangri-La Kuala Lumpur	2PM SMILE OUT LOUD BY COLGATE PRESENTS ARUNSAYFULL HASZ HISHAAM 26 INCHI ZAIMIZULKAFLI	5PM WATSONS PRESENTS: MAGLIFESTYLE	7PM BEHATI	9.30PM RIZMAN RUZAINI
THURSDAY August 24 Naza Tower, Platinum Park	2PM ZERO TO TEN KEITH SIM	5PM PRIVATE STITCH ASAL ANDY BANDY	8PM KIT WOO	9.30PM MOCCONA PRESENTS: MIMPIKITA
FRIDAY August 25 Aloft Kuala Lumpur Sentral	2PM DESIGN TO SUSTAIN: JULIA WEY UZAIR SHOID LURAZAH'S RAUNNA	5PM ZUUSAHA SUPERCREW	8PM ANDY SULAIMAN FAIRUZ RAMDAN EVERSINCE	9.30PM TAGUWARUWA ATELIER FITTON
SATURDAY August 26 Boathouse Kuala Lumpur	3PM L'OREAL X KLFW: WALK YOUR WORTH	5PM AMBANK PRESENTS: SYOMIRIZWA GUPTA		9PM VARIANTE EZZATI AMIRA EZUWAN ISMAIL
SUNDAY August 27 InterContinental Kuala Lumpur	2PM SUPER SUNDAY	5PM ASIA FASHION XCHANGE: BUTTONSCARVES	8PM FIZIWOO	

For media enquiries and reserved seating, kindly contact:
Tassya Bainon | tassya@klfashionweek.com | +6010-914 9337