



Asean flavour: An air stewardess showcasing one of Lee's designs during the AirAsia Runway Ready Designer Search 2015 grand finale at Pavillion in Kuala Lumpur. — Bernama

AirAsia going all out to promote Malaysia

KUALA LUMPUR: AirAsia Bhd will promote Malaysia in countries with stronger currency in view of the weakening ringgit.

Chief executive officer Aireen Omar said the company's plans so far have been towards creating awareness that Malaysia is still the key destination to visit.

"This is our core business – to ensure there's traffic volume into the country especially Malaysia and everywhere we fly to.

"We work closely with Tourism Malaysia and other local tourism boards," she said after the AirAsia Runway Ready Designer Search 2015 grand finale at Pavilion here.

Aireen said that all players in the industry should play their part in promoting local tourism.

"It's not only a matter for the airlines but also for other players in the industry, such as airports and

tourism boards," she said.

UCSI University student Lee Bao En won the AirAsia Runway Ready Designer Search 2015.

She took home the coveted AirAsia Runway Ready Designer Search trophy, return flights to Tokyo, a total of 60,000 AirAsia BIG Points, a Dell Inspiron laptop.

She also gets the chance to showcase her design at the next Kuala Lumpur Fashion Week and other fashion events in the region.

In tune with the competition's theme – Asean – Lee's collection was inspired by Cambodia.

"My inspiration came from Angkor Wat and Cambodians, and also from tree barks, in terms of texture and colour modes," she said.

The two other winners were UiTM student Shazmin Hashim and Ter Mei Ching from Esmod Kuala Lumpur.