

Winners of AirAsia 'Designer Search 2015' revealed on KL Fashion Week Runway

KUALA LUMPUR: The Grand Finale of the AirAsia Runway Ready Designer Search, which aims to provide a platform for young aspiring designers to showcase their talents and help catapult them into the fashion industry took place Sunday at the pinnacle of Malaysia's most awaited and celebrated fashion event; Kuala Lumpur Fashion Week Ready To Wear 2015 (KLFWRW2015). A total of 10 young designers were given the chance of a lifetime to showcase their creations on the prestigious KLFWRW2015 runway.

Top 3 AirAsia's Most Promising Designers were revealed after an intense final round of judging. Aireen Omar, CEO of AirAsia Berhad together with Andrew Tan, Founder of Kuala Lumpur Fashion Week RTW presented the prizes to the Top 3 aspiring designers. Both of them are part of the esteemed panel of judges for this one-of-a-kind designer search which included renowned fashion designers Jovian Mandagie and Khoon Hooi, as well as Khairul Abidin Ishak, Editor of Malaysia's best-selling Malay lifestyle magazine - EH!.

The Grand Prize winner walked away with return flights to Tokyo, 60,000 BIG Points, one unit of Dell Inspiron 11 3000 Laptop and a guaranteed spot to showcase a full collection for KL Fashion Week RTW 2016! The first and second runner-up received return flights to Sydney and Hong Kong, along with 60,000 BIG Points and 33,000 BIG Points respectively; a trophy as well as one unit of Dell Inspiron 11 3000 Laptop each.

One lucky finalist was announced as apprentice by Jovian Mandagie to

continue to gain real fashion experience with him and his team at the House of Jovian Mandagie.

Aireen Omar, CEO of AirAsia Berhad commented, "AirAsia have always been a great supporter of youth and talent development in the region. The aspiring designers have impressed us with their collection showcased today and we see huge potential in all of them. To get to show in the finale is a win and I hope the 10 young designers take this exposure as the first step to continue to pursue their dreams of making it big in the fashion industry".

"The end of the AirAsia Runway Ready Designer Search only means it's the beginning of their journey in the fashion industry. The winner of this designer search will be able to present a full collection on the 2016 KL Fashion Week Ready to Wear - and we look forward to what the winners has to present next year!", she added. Andrew Tan, Founder of KL Fashion Week RTW said, "We applaud AirAsia's commitment to help young aspiring talents to fulfil their dreams. To be part of KL Fashion Week RTW is a big deal and today we saw not one or two but 10 young designers given the opportunity to showcase their creations at KL Fashion Week RTW. This overall experience - from presentation of sketch, fitting, tips from the experts and finally opportunity to present their collection and share the runway stage with established local and international designers is truly a remarkable platform".

This designer search, which was announced in May 2015 received over 340 submissions and is part of AirAsia's continuous effort in youth

and talent development in this region, which also includes various young sports talents in the region.

A total of 62 designers were short-listed to present their inspiration and sketches and 10 finalists were selected after a grueling judging session to present their collection at the KL Fashion Week RTW 2015 Runway Sunday.

All 10 finalists were evaluated based on their originality, creativity, design, stage presentation and consistency in their proposed collection.

Throughout the process, they were exposed to well established designers and fashion consultants, who shared tips and advice on how to make it big in the industry.

AirAsia as the preferred travel partner also flew in fashion designers namely YE'S from China, Saveus from Australia, Thomas Wee from Singapore and Mel Ahyar from Indonesia to be part of the amazing showcase line-up at the KL Fashion Week RTW 2015, connecting fashion talents from around the region through the airline's wide connectivity and route network.

AirAsia BIG, the airline's global loyalty programme is a sponsor of the AirAsia Runway Ready Designer Search 2015, with special thanks to JW Marriott Hotel, and Dell.

Follow the journey of AirAsia Runway Ready Designer Search 2015 on AirAsia's YouTube channel (youtube.com/airasia) for webisodes, behind-the-scenes and exclusive interviews with the judges and more; as well as follow AirAsia's Facebook (facebook.com/AirAsia) and Twitter (twitter.com/AirAsia) for other activities and updates about the airline.



THE Grand Winner of AirAsia Runway Ready Designer Search 2015 , Lee Bao En from UCSI University; 1st Runner Up Shazmin Hashim from Universiti Teknologi MARA (UiTM) and 2nd Runner Up of this designer search Ter Mei Ching from Esmod Kuala Lumpur; receiving their prizes from the panel of judges Aireen Omar, CEO of AirAsia Berhad; Andrew Tan, Founder of KLFW RTW 2015; Jovian Mandagie, fashion designer; Khoon Hooi, Fashion Designer and Khairul Abidin, Editor of EH! Magazine.