

PHILIPS A Star Is Found!



The **Philips Iron Your Way To Be A Star** contest was organized by Philips, in partnership with Best Denki which aimed to identify a true star from inside out. 299 entries were received through roadshows at various local colleges and malls where only 25 girls were shortlisted to go to an audition held at **Cititel, Midvalley** on **24th October 2009**. The competition was so hot that the judges had a hard time choosing the **10 finalists!** And so the judges generously opened up two more extra slots and gave the chance for two more girls to once again show off their star qualities. The girls were in for a surprise when local supermodel **Amber Chia** appeared to announce the selected finalists.

The **12 finalists** then had to go through a series of two training workshops to prepare themselves for the upcoming finals. These workshops were held on **31st October** and **7th November** at **Philips House, Saujana Villa** where the finalists could also enjoy the **Philips lifestyle experience**. During the first workshop, the finalists were taught the art of catwalk by **Marcus Modelling**. **Amber Chia** was also present to share some tips and joined in the fun. The finalists had a great time strutting their stuff side by side with **Amber Chia**. Catwalk was not only the agenda of the day, the finalists then had an exhilarating class with **Mr Azmi** from the local **Dare To Speak** public speaking programme to teach them the tricks of engaging an audience.

The next workshop got the girls to try out their grooming skills. With trainers from **Chez Technique**, the finalists were taught various hair styling techniques using the **Philips Hair Care** range such as the **Philips SalonDry Pro HP4991**, **Philips Hair Salon Curl Ceramic HP4658**, and **Philips Salon Straight Precision HP8331**. The girls received a nice surprise when local artiste **Ning Baizura** turned up to share with them her experience in the entertainment biz and treated them to a song. To make a wholesome star, **Philips** also invited a nutritionist to talk to the finalists on healthy diet habits.

The **Philips Iron Your Way To Be A Star Grand Finals** was held on 8th November at **Highstreet One Utama Shopping Complex**. The event started off in a blast with an energetic performance by local dance group **Urban Groove** followed by a dazzling fashion show. The finalists were then revealed in an introduction catwalk wearing casual apparel from **G&H**. The crowd went wild during the ironing challenge as the finalists with the help of their friends and families battled it out for the top three spots. A star must always ensure that even their clothes are ironed properly to look sleek and smooth. Audience also had a great time participating in various games & winning great **Philips products**.

Finalists dazzled the audience in their cocktail dresses sponsored by **VOIR** during the catwalk show. There was much whistling and screaming going on as the audience cheered for their favourite finalist. It was not an easy job for the table of judges who consisted of **Naem Shahab Khan**, Director, Sales Organization Leader, **Philips Consumer Lifestyle**, supermodel **Amber Chia**, former Miss Malaysia 2007 **Deborah Henry**, and **MYC! News** editor **Jason Ko**. The air was filled with tension as the finalists were then lined up for the Top 5 Finalists announcement. It was not the end of the journey for the Top 5 Finalists who then had to go through another round of challenge before the **Philips Iron Your Way To Be A Star** champion could be found. They had to convince the audience on the benefits of the **Philips Steam Iron GC4630**.

Finally it was time to announce the champion. Who would become the **Philips Iron Your Way To Be A Star** champion and win **RM3,000** cash, a **42" Philips LCD TV** and a chance to appear on the cover of leading campus lifestyle magazine **MYC! News**? The crowd went wild as **Cynthia Marlyne** from **UCSI University** was named champion, followed by first runner up **Lum Ying Ling** from **Sunway University College** and second runner up **Umah Devi** from **UCSI University**. It was an exciting experience for the finalists and the crowd. And now, from the **Philips Iron Your Way To Be A Star** contest, a true star is born!

