

Headline **Stylo With An X Factor**
Date **16. Jan 2009**
Media Title **KL Lifestyle**
Section **NEWS**
Circulation **74394**
Readership **120000**

Language **ENGLISH**
Page No **54**
Article Size **163** cm2
Frequency **Monthly**
Color **Full Color**
AdValue **2812.46**



Stylo with An X Factor

It was at a derelict part of soon-to-be renovated KL Plaza where the celebration of Stylo International's 1st Anniversary was held. The deconstruct look of the venue was cleverly transformed into a red room dotted with plush red sofas, chandeliers, fresh roses, feather boas and graffiti. Our favourite touches were the 'Naughty' section that came replete with a shamelessly sexy bed and an interesting fashion display of apparels made from colourful condoms by Fashion 2201 to remember the World Aids Day.

On that night, the President and CEO of Stylo International, Dato' Nancy Yeoh said, "While we are delighted with the amazing reception for brand Stylo in the past one year, it is equally important for us to also evolve with time and listen to what else the market wants. It has been

said many a time that Stylo is rather 'elitist' and with this in mind, we now introduce Stylo X, a new diffusion brand available to a larger audience." Stylo X will feature the works of upcoming talents, high street brands and diffusion lines of fashion designers while the main Stylo brand retains its character and charm.

One of Ho Chi Minh's top celebrity DJs, Brazilian fashion stylist DJ Sylvia rocked the audience with her eclectic music while Malaysian DJ Qayum provided the young crowd – mostly clad in red – with his mix of retro and house. Top designers from Fashion 2201 featured their collection on still mannequins and fashion models. Raymond Choon, one of Malaysia's top hairstylists, added a touch of glamour to their mane. All in all, it was a wild night!

