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Mr Peter Honegg, Dato' Nancy Yeoh and Ms Joyce Yap

LAUNCH OF STYLO X

Over 700 devotees of fashion gathered at a 'derelict' part of KL Plaza in the city to celebrate the 1st Anniversary of Stylo International. On site, Stylo also introduced its new diffusion brand Stylo 'X' and announced its general plans for Stylo and Stylo 'X' for year 2009.

A year earlier, Her Majesty SPB Raja Permaisuri Agung Tuanku Nur Zahirah, shoe designer Dato' Jimmy Choo and singing sensation The Supremes launched Stylo in KL. It gained ground with the fashion folks when it positioned itself as a fringe partner to glamorous F1 events under the tagline 'fashion's merely the excuse'.

Meantime, the one word that sums up Stylo 'X' is 'attitude'. It does not like following rules because it sets its own, expressed via fashion and also in its accompanying activities and events.

At the launch, one of Ho Chi Minh's top celebrity DJs, Brazilian fashion stylist DJ Sylvia rocked the audience with her excellent music mix and sultry looks while Malaysian DJ Qayum provided the young crowd dressed mostly in red with his eclectic cocktail of 'retro' and 'house'.

Designers and labels from Fashion 2201 such as Khoon Hooi, Thirty-Four, Nazleen Noor, Intoxicate by Scott Chu, Terrenz, Doreen Tan, Bonz, Muse by Alvin Tay, Gallo, Amanda Brown and Sorted featured their collections. Models were glamorously styled by one of Malaysia's top hairstylists, Raymond Choon.

Also on display was an interesting fashion collection made from colourful condoms to remember World Aids Day.

The co-sponsors of the event were KL Plaza, Fashion 2201, Raymond Choon, Heineken, Albert Wines, Primatist and High Volt.