

# Metrojaya to showcase collection in 1 Malaysia Mega Sale & Raya 2013 collections

1 MALAYSIA MEGA SALE & RAYA COLLECTION 2013  
27 JUNE 2013, 2.15PM  
LAMAN WAU, KOMPLEKS KRAFTANGAN

In conjunction with KL Fashion Week-end 2013, Metrojaya will showcase 1 Malaysia Mega Sale and Raya 2013 fashion show collections.

Modelled after the highly popular London Fashion Weekend, KL Fashion Week-end 2013 is supported by Tourism Malaysia in conjunction with the launch of 1 Malaysia Mega Sale.

Metrojaya presents the following labels along with directional trends for hair, make-up and fashion:-



**LAURA ASHLEY**

A quintessential English lifestyle brand founded on rich design heritage with traditional values of quality and originality. Laura Ashley is a UK based international apparel and furnishing retail chain, renowned worldwide for its English country style.

An English summer is well spent in the Lake District, with its country gardens, market towns and antique fairs. Laura Ashley is inspired by such nostalgic memories in its 2013 collection. An exclusive range of cottons, silks and linens is embellished with archive prints - such as watercolour paintings, ceramics and pottery - updated with a tinge of the contemporary.

The fusion of color harmonies and classic English refinement that is Laura Ashley now crosses over into a men's range, for the first time.

Laura Ashley showcases the following themes:-

**Royal Bloom**

The most 'formal' Laura Ashley collection for Spring Summer 13 which combines key trend of the season such as inky midnight & navy shades with combination of hot pink and pretty jade as well as mint

tones. Cool, aqua tones are predominant with strong floral print designs incorporated with feminine elements such as lace on all over pieces, or as trimmings on knits & jersey to give a contemporary edge to this formal day look.

**Archive**

Inspired by prints from our Archive, this collection has a bohemian feel centered around Laura Ashley original 70s and 80s paisley designs which are a key trend for winter. Handkerchief prints or border designs are reworked for a modern folk look, whilst referring to Art Nouveau.

**Man @ LA**

Man @ LA introduces a capsule collection of 14 noteworthy shirts, tailored with distinction in Italy. They are perfect for the gentleman who enjoys the sunshine of some color in his life, with stripes, checks and solid hues. The accent is on sharp tailoring and innovative Laura Ashley detailing in Italian fabric.

Laura Ashley is available at its flagship store in 1-Utama, Metrojaya department stores in Mid Valley Megamall, Bukit Bintang Plaza, the Curve, Suria Sabah Shopping Mall and City One Megamall Kuching and two stores in Singapore.

For more brand information, please kindly check out <http://www.lauraashley.com>



**CAPE COD**

A lifestyle brand focusing on comfort and carefree attitude, Cape Cod offers a range of clothes that caters to the nautical destination and is a cross-over between a cruise line and elegant city casuals.

Cape Cod Summer 2013 collection is inspired by Upper East Side of Manhattan, New York.

Variety of stripes and motif are incorporated into chic modern daywear. Signature crisp cool classic white shirt merges with stripes panel paired with favourite navy cotton chino long pant provide a fresh image and carefree in-

stinct to urban city wear. Embroidered navy shirt with khaki long pants is a perfect match for young urban nautical getaway chic.

A wide range of casual wear in nautical theme for adults & kids available in bright strong colours.



**EMMANUELLE**

A young directional fashion label with Spanish aesthetics and fashion styles "Summer of St. Tropez collection Beach, Brigitte Bardot, and summer gardens: the south of France inspires Emmanuelle for the girl who wants to stand out from the crowd.

Think Saint Tropez and starlet dressing in sexy, feminine shapes and bold hues of green, salmon pink and neon yellow. Bohol and tribal-inspired geometric prints show off golden skin in a resort for the rich and famous.

**SOMERSET BAY**

SOMERSET BAY is a soft, feminine contemporary label inspired by vintage elements, homespun and handcrafted laces. Light fabric ensures comfort in our tropical climate, with soft flowing prints and feminine silhouettes and details in gentle pastels.

Somerset Bay Raya collection is named "Ever after" showcasing a range of dresses, long kebaya tops and skirts with intricate hand embroidered detailing and lace.

Colours range from pastel shades of teal, peach, lilacs and rose pink, warm shades of mustard, yellow and khakis, ivory and cream to powder blue.

**PASSAGES**

Men & Ladies apparels

Passages is a lifestyle brand with east meet west fusion concept with strong ethnic oriental aesthetics. The line enhances on quality and comfort in appeal, projecting a sense of serenity. The signature ethnic styles for men and women

fits right into the battered suitcase; the clothes, mostly in cottons and line are lightweight, loose and comfortable.

Passages "The House of Peranakan" collection draws inspiration from the Peranakan or Baba- Nyonya rich culture and traditions. The designs from the BajPanjang and Kasot Manek beaded slipp are reflected as embroidery detailing omen shirts, kebaya and sarong.

Capturing the exotic, sensual and colourful essence of the Peranakan culture, the colours for our collection this season were conjured from the tranquillity of ivory, summer tangerine, warm town to deep red.



**EAST INDIA COMPANY**

EAST INDIA COMPANY is a lifestyle label with distinctive cool urbane casual comfort in warm natural tones and colors suitable for travel, adventure, romance, fun and exploration.

EAST INDIA COMPANY Raya collection theme "Enter the world of Mogul" is inspired by the beautiful architecture and arts of the Mogul empire translated as print designs or embroidery detailing on blouses and shift dress.

Fluid, soft & silky fabric in signature silhouettes, free mixing and blending of all kinds of embellishment, printed fabric, embroideries and modern patchwork is the creative essence of East India Company modern Raya summer.

**ZONA**

A basic and practical personality, easy mix and match. Contemporary career, cross over between formal dressing and casual attitude

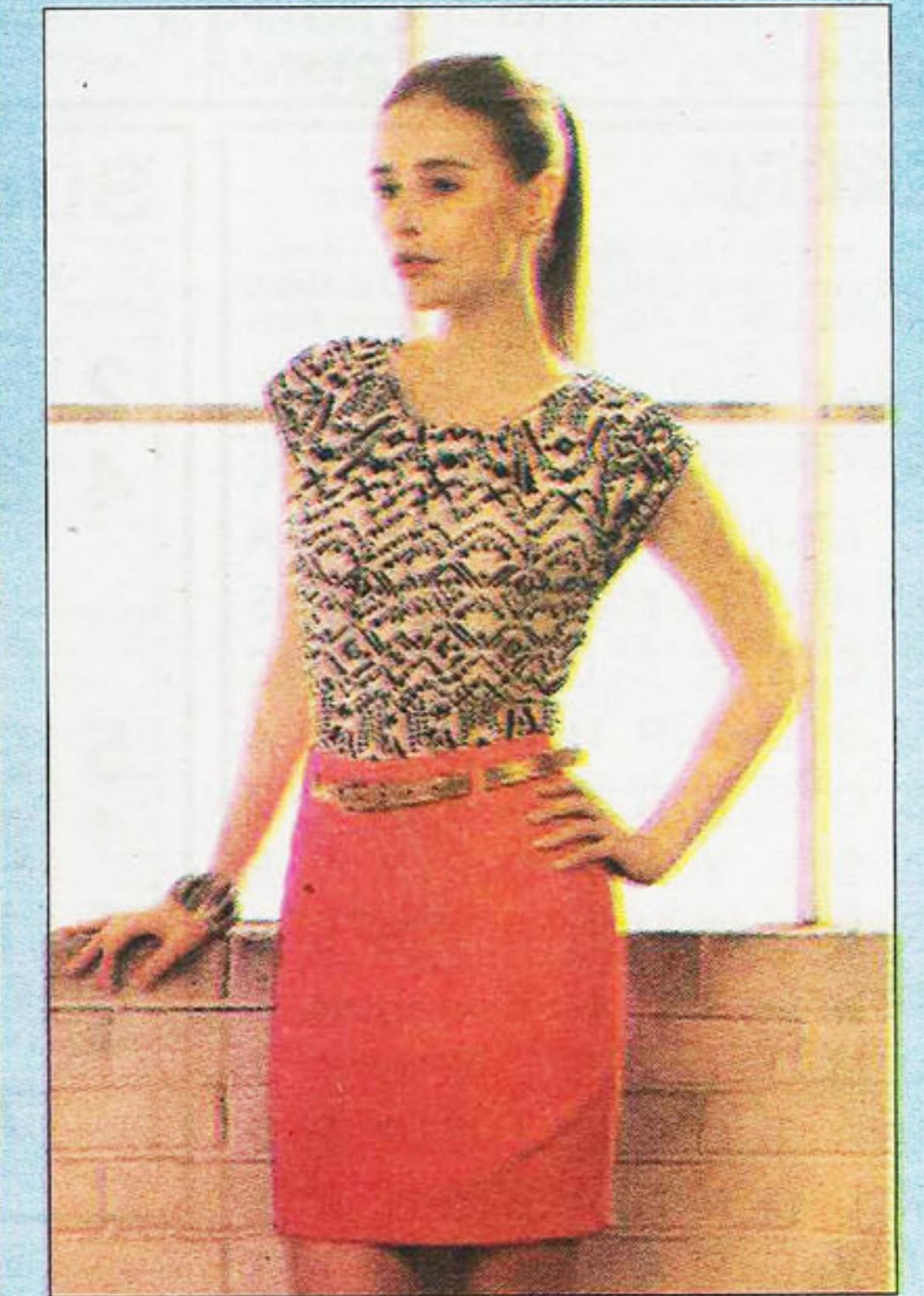
Follow the music from a summer garden concert for Zona's 2013 collection.

Classic mix "n" match themes are jazzed up this season in sensual fabrics - knits, tweeds and chiffon and a striking colour palette that look as good in the boardroom as at a trendy jazz bar. The grown-up elegance is accentuated with 2013's details such as peplums and distinctive colours block.

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date: 27 JUNE 2013, time: 2.15PM  
Venue: LAMAN WAU, KOMPLEKS KRAFTANGAN

# BIEM launches colourful new collection for 2013

Living Colours Brighten the Latest BIEM Collection



BIEM, a local fashion brand that offers refined clothing for modern men and women to work, is launching a new colourful and bold collection to embrace the sunny days ahead. This colourful collection is designed to change the mood of work wear for this season.

collection is jacket. Jackets this season have sleek and sharp silhouette and details. One interesting detail of the jackets is the lapels. The slim lapels can be worn two ways. Men who want to be different can wear the jackets with the slim lapels being turned up to feature the interesting inner lapels.

Themed "Living Colours", this collection promises to offer more than just work wear in various vibrant colours. This collection encourages the modern men and women to express themselves by mixing and matching colours in an unconventional and bold manner. The styles also give the wearers the freedom to experiment their creativity and express their inner playfulness through fashion statements. This is especially evident in the men's collection.

This new season's collection is designed to revive the dandy looks of the 1960s for today's modern men who appreciate retro fashion with a twist. There is also a great selection of eccentric patterns on shirts, classic cardigans, and slim and tapered pants that will definitely create modern dandy looks for today's adventurous men who desire to look different both at work and play.

**FOR HIM**

For BIEM Men, the collection for this season is mainly inspired by the retro dandy looks of the 1960s where men are dressed smartly but with a hint of eccentricity. The collection features a lot of interesting refreshed styles from the 1960s for the creation of the modern dandy look. One of the main highlights of this

**FOR HER**

For BIEM Ladies, the collection of the new season is designed to complement the men's modern dandy fashion. The ladies' collection features a wider range of colour selection compared to the men's. The key colours are blue and coral pink although classic shades like black, white and brown are evidently seen in the collection.



The styles are mostly elegant with a hint of eccentric details on the collars, sleeves and shoulders. Sexy chiffons and mixed cottons are generously used in this collection making them feminine and yet sophisticated for today's confident and independent women.

BIEM's office and casual collections are priced from only RM89.00 to RM299.90. BIEM new collections are now available at AEON Cheras Selatan, KL Festival City, AEON Tebrau City, and all leading department stores like Parkson, Pacific, The Store, Sogo, and others. For more information, please contact +603-8962 6252.