

INTERNATIONAL IPOH FASHION WEEK

IIFW™

October 6 - 8, 2017

July 25, 2017

Press Release

International IPOH Fashion Week 2017 (IIFW™ '17) is the 1st ever international fashion event to be held in Ipoh. In conjunction with Visit Perak 2017 World Of Wonders campaign, IIFW™ '17 is set to be an annual KEY event in Perak. With an exclusive line-up of fashion designers, models, celebrity guests and performers of both local and international stature, along with a unique concept and venue for a fashion show, IIFW™ is carving its niche of being a marquee fashion event in Malaysia. The inaugural IIFW™ '17 will be held over 3 days from the 6th to 8th October 2017, is a prelude to a grand fashion week event for 2018.

IIFW™ '17 Opening "Night of Glamour and Glitter" Charity Gala Dinner will be held at Syeun Hotel, Ipoh on the 6th of October.

IIFW™ '17 Runway Fashion Showcase Nite 2 will feature Islamic Fashion and Modern Cultural Fashion, held at Syeun Hotel, Ipoh on the 7th October, starting from 8pm until 11pm.

IIFW™ '17 will have its unique Closing Runway Pret-a-Porter (ready-to-wear) Fashion Showcase on the 8th of October at Asia's 1st Animation Theme Park, Movie Animation Park Studios (MAPS) at Bandar Meru Raya, Ipoh, hosted by MAPS and Kumpulan Perbadanan Kemajuan Negeri Perak (PKNP) in conjunction with Kumpulan PKNP's 50th anniversary celebration.

Our main objective is to showcase Perak-based fashion talent to the world and welcoming the world to the wonders of Perak. IIFW™ '17 also serves as a platform to generate funds for the benefit of Hospital Raja Permaisuri Bainun Ipoh, Paediatric Care Unit. Part of the table ticket sales (RM5000.00 per table) during the Opening Charity Gala Dinner will be donated towards this charity fund.

IIFW™ '17 will showcase local designers from Universiti Teknologi Mara (Perak Branch), Icha Aneesa, Lester Yim Couture, Connie.Johnny Made To Measure, Hemmama's, Chic 'N' Sleek and Singapore's QueenMark to name a few while pending confirmation from other leading local/international designers and brands. International designers from Australia, India, Indonesia, Thailand, Laos and China will also be confirming their participation by end August.

IIFW™ '17 is also blessed to have Ipoh-born National Expert and National Coach for Hairdressing, Khaljaksa Khalil A.M.N, who has helped bring back home Gold and Bronze medals at World Skills Competition and ASEAN Skills Competition for Malaysia, showcasing his techniques and designs on the IIFW™ '17 runway.

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Several Perak-born celebrities have agreed to assist IIFW™ '17 in its valiant charitable cause and purpose to showcase Perak to the world. Among those that will be featured are IIFW's Ambassador Ms. Caroline Wong (Socialite), World Dance Council International Adjudicators Yeap Yen Chin & Derek Leap and 8-year old dancing sensation Hilton Ho who will be joined on the catwalk by Junior International Model 6-year old Lauren Natasha Campbell.

Ipoh born international artiste and music producer based in Taiwan, Vic Teo, Pakistan's singer, song writer and music producer Gul Muhammad and International Local Star Comedian Impressionist Louis the Maestro will perform during IIFW™ Charity Gala Dinner.

International models from Singapore, Russia, Africa will be flown in to parade the clothes and fashion accessories along with local international models from IIFW™ partner Curvy Models and new talents from Perak IIFW™ Silver Models.

Pending confirmation, several other familiar names and celebrities will also be featured in IIFW™ to make its inaugural year a success.

Louis Sebastian the Founder of IIFW™ together with Bizness Management Services takes this opportunity to express deep most gratitude for the support given by YB Dato' Nolee Ashilin Bt. Dato' Haji Mohd Radzi, Chairman for Tourism, Arts, Culture, Communications and Multimedia of Perak State, Universiti Teknologi Mara (Perak Branch), IIFW™ '17 partners Syeun Hotel Ipoh, Movie Animation Park Studios (MAPS), Destination Perak, Aidil Travel and Tours, Where2 Magazine, South East Asia's #1 Music News Site Rentak Sejuta, SelebritiOnline, India's Premium Fashion Lifestyle Magazine Fashion Herald, Trinity Entertainment Sdn Bhd, Steven Video Production, Khal Hair Salon Sdn Bhd, Silver Kreatif Sdn Bhd, Maya's, 7 Days Flower, Curvy Models and Hairdressing Skills Development Association (HSDA). Our special thanks goes to Puan Linda Hanim Mustaffa, Puan Norzie and Puan Mimie Lai for their dedicated hard work. To a dear friend, Ms S Vanithadevi of Style Etiquette Singapore, thanks for the support.

IIFW™ '17 is open for sponsorships and partnership ventures. For further details and ticket inquiries, please contact IIFW™ '17, Ms. Adeline Khan at 012-3869265 or email at info@internationalipohfashionweek.com or iifw.perak@gmail.com

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