

August 11, 2018

**Press Release - Sunway Lagoon A Celebration of Fashion**

The International IPOH Fashion Week (IIFW) 2018 was officially announced at a press conference held at Sunway Lagoon in Petaling Jaya, last weekend to create an even bigger splash among industry followers and fashion enthusiasts.

The event was attended by the Chief Minister of Perak, YAB Ahmad Faizal Bin Dato' Azumu and his lovely wife YBhg Dr Nomee Ashikin Binti Mohammed Radzi as guests of honour and advisor, IIFW Founder & CEO Louis Sebastian, IIFW Ambassador Datin Caroline Wong, key sponsors, official partners, participating designers, media members and invited guests.

The second edition of IIFW will be once again be staged at the prestigious Syeun Hotel in Ipoh (2 nights) and also at the Lost World of Tambun in Sunway City Ipoh (1 night), from the 9th to 11th November 2018. The exclusive home-grown event will feature a line-up of fashion designers, models, celebrity guests, as well as performers of both local and international stature. With a two-pronged objective of showcasing Perak/Malaysia-based fashion talent globally and at the same time welcoming the world to the Wonders of Perak, IIFW™ '18 will feature designers and fashion labels not only from Malaysia, but also China, India, Indonesia, Vietnam and Nepal, among others. This will help boost tourist arrivals to the Silver State and to also showcase our culture, food and popular tourist destinations

The event is organised by Bizzness Management Services, and supported by the Perak state government via Tourism Perak Management Berhad.

**Tentative programme is as follows:**

IIFW™ '18 Opening "Night of Glamour and Glitter" Charity Gala Dinner will be held at Ballroom, Syeun Hotel Ipoh on 9th November 2018.

IIFW™ '18 Runway Fashion Showcase Nite 2 will feature Islamic Fashion and Modern Cultural Fashion and Hair Avant-Garde show by HSDA held at Ballroom, Syeun Hotel Ipoh on 10th November, from 8pm - 11pm.

IIFW™ '18 will have its unique Closing Runway Pret-a-Porter (ready-to-wear), Swimwear, Safari/Resort Theme Fashion Showcase on the 11th November at Lost World of Tambun, Ipoh.

IIFW™ '18 serves as a platform to generate funds for the benefit of the Neonatal Intensive Care Unit (NICU) of Hospital Raja Permaisuri Bainun, Ipoh. With the aim to save tiny babies, table ticket sales for the opening charity gala dinner is priced at RM3000, RM2000 and RM1500 per table. Meanwhile, tickets for Nite 2 runway show is priced at RM30 each to encourage and promote opportunities for all to experience a fashion extravaganza of international standard. As for the closing dinner, it is strictly by invitation. IIFW™ hopes that more corporate firms will come on board to make the grand event a show-stopper and put Ipoh on the world global map. Therefore, let's join hands and hearts to see how we can support this worthwhile event.

IIFW™ '18 is blessed to have for Season 2, Ipoh-born National Expert and National Coach for Hairdressing, Encik Khaljaksa Khalil A.M.N, showcasing his techniques and skills along with SUB International Beauty School as our official Make-up partner.

Several Perak-born celebrities have agreed to assist IIFW™ '18 in its valiant charitable cause and purpose to showcase Perak to the world. IIFW's Ambassador Datin Caroline Wong (Socialite) known for her vivacious personality is clearly the pillar behind the success carrying out her role well into seeing Ipoh as a fashion hub. Ipoh born international artiste and music producer based in Taiwan, Mr. Vic Teo is back by popular demand, Ipoh born multilingual singer Estee Pook who has captured audiences of Malaysia, Singapore, U.S.A, Jack Yee - the voice of angel and International Local Star Comedian Impressionist Louis the Maestro.

IIFW™ Bizzness Management Services takes this opportunity to express deep most gratitude for the support given by YAB Tuan Ahmad Faizal Azumu, Menteri Besar Perak and wife YBhg Dr Nomee Ashikin, the advisor to IIFW™. Heartfelt thanks to Members of the media, IIFW™ '18 partners Universiti Teknologi Mara (Perak Branch), Syeun Hotel Ipoh, Lost World of Tambun, 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, Jobest Studio, LaTwin Management, Khal Hair Salon Sdn Bhd, Silver Kreatif Sdn Bhd, Sub International Beauty School, 7 Days Flower and Hairdressing Skills Development Association (HSDA).

IIFW™ '18 is open for sponsorships, marketing opportunities and donors. For further details and ticket inquiries, please contact Ms. Adeline Khan at 012-3869265 or email at [iifw.perak@gmail.com](mailto:iifw.perak@gmail.com)

**IIFW™ '18**

[internationalipohfashionweek.com](http://internationalipohfashionweek.com)