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Fashion play of logos and mottos

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FROM his ultra elegant creation in 1947 christened the New Look by the fashion Press, Christian Dior, now designed by John Galliano, has introduced several new "new" looks.

Modelled by the famous and successful from Malaysia, Singapore, Thailand, Taiwan and Hong Kong, CD's latest is a logo printed collection called Logo-A-Go-Go.

Taken from the archives, the intertwined Dior motif appear on twin sets, trench coats, tight tees, hooded vests, denim jackets, handbags and even sneakers!

The line, though pretty sporty, is versatile.

The famous models included Singapore's Sports Boy of the Year 2000, 19-year-old Mark Chay, and 70-year-old singer/actress from China, Rebecca Pan.

Malaysia was represented by designer Michael Ong and model agent Cilla Foong.

While the Dior range speaks for itself, the celebrities were nevertheless invited to give their opinions through questionnaires.

Among others, they were asked about their personal experiences, treasured moments and things that matter most to them. An ad gimmick like this (the marriage between fashion and life) is not exactly new. Labels like Chanel did something similar with its Allure perfume campaign and Calvin Klein for its cK Be fragrance ad.

It is perhaps done to lend "realness" to sometimes, flashy and pricey designer togs and things.

For example, Foong's motto in life is: "Live and do everything in moderation. Don't over-indulge. Be happy. Every day is a special day".

While she' was seen wearing a trench tagged at thousands of ringgit, maybe the Dior people wanted to show that she feels just the same as the girl next door.

The single, 42-year-old woman, said her childhood idol is 70s model Pat Cleveland: "I was 13 when I saw her and straight away fell in love with the way she carried herself, and of course, the clothes".

Ong, 30, despite admitting to his weakness for being ill-tempered, would most want to switch places with Prime Minister Datuk Seri Dr Mahathir Mohamad. "Because, being in his position, I would be able to contribute to the nation".

And what probably makes Chay an ace in sports comes from "the most important lesson" he learned from his father. "When dealing with any situation always apply the four As - awareness, acceptance, action and analysis. My dad taught me this when I was facing problems at school and it worked for me".

Interior and homeware designer Ou Baholyodhin defines perfection as "flawless simplicity".

On a question about the defining moment in life that led to his career, the single 35-year-old Thai native replied: For hours on end, day after day, being stuck in Bangkok traffic made me re-think my life".

And, did you know that Pan's best friend is her fan? Pan who has performed with the likes of Matt Monro, Louis Armstrong and Cliff Richard says: "My best friend is a fan of mine who wrote me a letter. I remember reading her letter and admiring her wonderful writing style, wit and intelligence.

"I deeply admire talented people and I really wanted to meet her. We eventually met and although we lead completely different lifestyles, we have been the best of friends for well over 30 years".

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