

ASEAN Fashion Show

“ASEAN Fashion Show” was held at 3:30 pm on April 3 (Thu), fully utilizing the space of the Permanent Exhibition Hall (2F), ASEAN-Japan Centre, Ginza in Tokyo in commemoration of the World Eco-Fiber and Textile Art Exhibition (entitled Selembar Benang Menjalin Alam: A Thread that links the World) from April 3, organized by Galeri Petronas, a leading Malaysian art gallery, in collaboration with ASEAN Handicraft Promotion and Development Association (AHPADA).



(Singapore)



(The Philippines)



(Laos)

This show was aiming at introducing the latest creations of seven ASEAN and one Japanese designers, showcasing more than 60 exquisite textiles one after another by 9 fashion models, stepping to the ASEAN music and rhythm. ASEAN high officials as Ambassadors from Brunei, Cambodia, Laos, Malaysia, Myanmar and other guests of business sectors enjoyed the sophisticated presentation of art works created from the traditional design and fabrics transmitted from generation to generation in the region.



To the needs of more diversified lifestyle in Japan, there are increasing expectations in Japan to the high quality merchandises in connection with ASEAN handicrafts and textiles that were used to be introduced as souvenir

products in the past. Immediately after the show, many Japanese buyers began their business talks with ASEAN designers.



(Malaysia)



(Indonesia)



(The Philippines)



(The Philippines)



(Thailand)



(Japan)

GALERI PETRONAS, a leading Malaysian art gallery established by Malaysia’s national oil company PETRONAS – in collaboration with ASEAN handicraft Promotion and Development Association (AHPADA) and ASEAN-Japan Centre – has launched this exhibition as part of its social action programs, showcasing more than 100 items under the categories of hand-woven, hand tie-and dye; hand-embroidered; hand-painted and printed; hand-embellished, using natural dyes with the message of environmental preservation. At the opening ceremony before the fashion show, Ms. Surapee Rojanavongse, Honorary Chairman of AHPADA, made the opening remarks for the exhibition.

