

CHIC FIX

MOD SCOOP

RAISING AWARENESS FOR ORGANIC COTTON WITH NUKLEUS



Sustainable fashion brand Nukleus threw a party for media professionals and its corporate partners to raise awareness about the benefits of organic cotton.

Cotton production is a big business. Valued at 30 billion US dollars a year, cotton is the world's most valuable non-food crop. It should be improving the lives of the farmers involved in its production. But often, it is not. One of the major problems is pesticide use.

Conventional cotton farming allows the use of deadly pesticides and a staggering of 99% of the world's cotton is produced this way. Furthermore, nearly half of the chemicals in pesticides are classified as 'hazardous' by the World Health Organisation. These facts make conventional cotton as the 'dirtiest crop in the world'.

Faced with these facts, Nukleus, which has been using pesticide-free organic cotton since its inception, is intensifying its efforts to improve the welfare of farmers.

It is timed to coincide with the first-ever global organic cotton campaign that was launched in Hong Kong in October this year, and is still on going.

Want to contribute something for the earth? Go green with Nukleus by purchasing organic cotton clothes today and spread the word.

You can help by making a change!



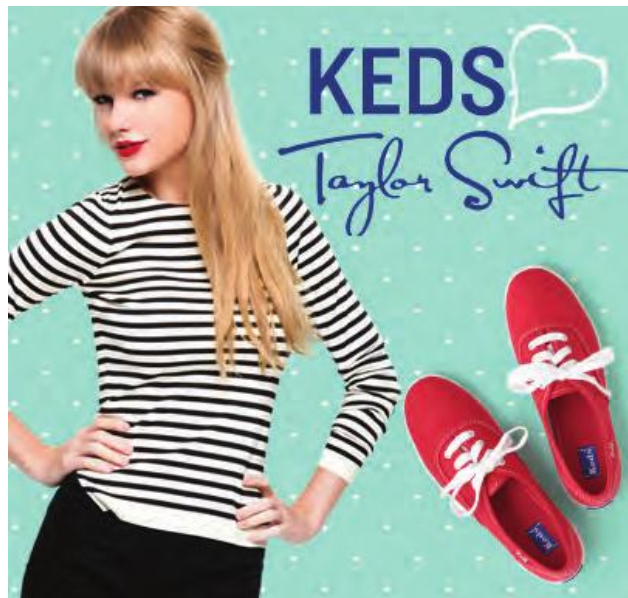
TAYLOR SWIFT GOES RED HOT WITH KEDS!

Keds, the iconic American lifestyle brand, announced a multi-year partnership recently with multiple award-winning teen sensation, Taylor Swift.

She's a name that stirs excitement among the teenagers all over the world and it is definitely a smart move for both parties to collaborate in this partnership. "We're thrilled that Taylor is a part of this exciting time", said Gregg Ribatt, President & CEO of Performance & Lifestyle Group.

"I'm so excited to be partnering with Keds, I've been a fan of Keds for years because they have two of my favourite elements of great style – they're classic and effortless," said Swift.

The partnership will kick off with limited edition red colourway of the Champions, the most iconic Keds sneaker style, commemorating the release of Swift's latest album Red.



BEBE FALL WINTER 2012 COLLECTION STRUTS DOWN THE RUNWAY AT 1 UTAMA SHOPPING CENTRE



BeBe is all grown up with their latest showcase of unique collections varying from day to night looks and cocktail dresses, along with chic new outerwear and active wears to complete today's modern woman's wardrobe.

The collection's key pieces include circle and pencil skirts, sleek sheath dresses, tailored blazers, stunning faux ocelot coats and skinny jeans in saturated jewel tones, patterns and coated textures. To add more to the glimmer, they also have designed cocktail dresses with lace overlays, peplums and ruching neckline pieces to play up hourglass curves and make a strong, decidedly feminine statement.

BeBe lands signature sensual aesthetic styles while keeping its looks highly versatile with their fit-and-flare silhouettes, opulent details, dark romantic influences and the latest in denim trends that reflects the season's must-haves. Shining metallic and leather accents gives an edgier glam

to the collection in exact enormities. Hardware-trimmed handbags and embroidered clutches complete the collection that leaves a lasting impression!

What's more to love than fashion! So go crazy this Christmas as you will find yourself wrapped in sophisticated and fashion-conscious clothes adorned with fabulous vivid colours topped with sparkling accessories and strappy metallic foot wears.

Look again during this holiday season to seeing lots of beautiful collections and tons of lace, not to mention flowing cocktail dresses hanging on the racks of the fashion retails.

Long live fashion!

