



A different look: Models showing off Penang-based fashion house Bran et Daguet's designs during the '7 Souls' fashion show at E&O Hotel in George Town.

The French connection

Local designer and European partner host avant garde fashion show

PENANG-based fashion house Bran et Daguet displayed its latest collection in a gala fashion show at the E&O Hotel in conjunction with the opening of its new boutique at Straits Quay.

Themed 7 Souls, the hour-long extravaganza showcased a mixture of day, resort and evening wear from the high-end fashion label established three years ago by Malaysian designer Brandon Tan and his French partner Pascal Martin-Daguet.

The French flavour was evident, with the range utilising high quality

fabrics mostly imported from Europe, and expertly brought to life by around 30 models and dancers.

Tan's creations took on body and form in a vivid blend of fashion, theatre and dance in seven segments: Avant-garde, Rendez-vous a Shanghai, En Vacances, Le Petit Dejeuner chez Bran et Daguet, Howdy, Je Suis Workaholic and LAfrique.

Addressing the crowd at the end of the show, Tan, a Penangite, expressed immense pride at how far the brand has come.

"We started with around 50 pieces in 2007. Now, there are over 100 pieces in our collection, he said.

The event, by invitation only, also saw the 200 guests indulge in a cocktail reception by the hotel's sea-front prior to adjourning to the Grand Ballroom for the show.

Bran et Daguet's new boutique is located at Studio at 20 Denai Endau 7, Seri Tanjung Pinang, 10470 Tanjung Tokong in Penang.

For more information, visit www.branetdaguet.com.

