

## FASHION INDUSTRY EXPERTS IN SEARCH OF UCSI TALENTS



**From left: Aznim (model from UCSI), center & far right: Sham & Liz (models from Elite)**

The UCSI's Department of Fashion teamed-up with the Malaysian Official Designers Association (MODA) to present a talk-cum-fashion show at UCSI on 30 March 2007. The event, launched by UCSI's Vice President of Academic Affairs, Chin Peng Kit, was part of MODA's Young Model Competition (MYMC) search.

According to Chin, UCSI is the training ground for students who want a good foundation for a career in the fashion industry.

"We not only provide students with modeling programmes, but soon we will be starting our fashion design and communication degree programmes, providing the students with a holistic understanding and knowledge of the fashion industry," he said.

Gillian Hung, a 20-year veteran in the fashion industry and also President of MODA, spoke about the fashion industry and the need for new blood to join the industry, to infuse new and creative ideas to this sector.

"The fashion industry needs students who understand that the fashion industry is not just about clothes and models, but it needs aspiring designers who have knowledge ranging

from the manufacturing of textile to the retailing of fashion,” said Gillian. She advised students to take fashion as a career, not a hobby.

The event also had Norma Norell who, in her capacity as President of Elite Model Management, spoke on how models work hand-in-hand with the fashion industry.

Puan Norma’s organisation is involved in seeking new catwalks models for various international fashion shows around Southeast Asia. Her organisation is also the talent management company that will manage the winners from the MYMC.

During the event, students from UCSI’s Modelling Programme took to the catwalk with confidence and good choreography. The professional models from Elite Model Management also came on stage to show how exposure at international fashion shows further developed their style and versatility.

After the event, a large number of students signed-up for the MYMC, taking their first step towards realising their dream of becoming the next Young Malaysian Model for 2007.