



**PRESS RELEASE**

**For immediate release**

**HANGER SPRING/SUMMER 2010 LAUNCH @ LUNA BAR, KL**

Kuala Lumpur - On Friday 21 May, the fashion set gathered in anticipation to celebrate the launch of the second issue of HANGER magazine. The party, thrown at Luna Bar on the 33<sup>rd</sup> floor of Menara Pan Global was buzzing with excitement as guests arrived to sip on fashion-themed cocktails mixed by Absolut, Martell and Chivas and help themselves to the candy and finger food.

With 'Suck My Candy' as the theme for the event, pretty pastel and candy candy hues were the wardrobe colours of choice as revelers dressed to impress. Against the city's amazing skyline and fantastic views of the Petronas Twin Towers and KL Tower, HANGER party host, celebrity fashion blogger Joyce Wong of KinkyBlueFairy, introduced the magazine and fashion show, which featured Reebok and Vans' latest Spring and Summer 2010 lines. Styled by HANGER contributor Calvin Cheong, and paraded down a custom-built runway that traversed Luna's rooftop pool, the effect was one of high drama.

Providing the entertainment for the night, **JUICE** DJ Quest 2008 winner, Anowl, bowled over guests with his superb selection of dubstep tunes to the capacity crowd. He then passed the controls over to HANGER cover girl and Malaysian supermodel Azura, who marked her return behind the decks as a DJ after a long hiatus with a high energy house music set.

A stellar cast of guests were spotted mingling in the invite only crowd. Among them were Joe Flizzow, Arabyrd, Serena C, MizzNina, Noh from Hujan, Azwin Andy from Estranged, Melissa Indot, DJ Goldfish, DJ Blink and DJ Bunga from Twilight Actiongirl, while gracing the event from the realms of the fashion world were Irene See from fashion label Chic Yamada, Justin Yap of multi-brand store Materiél, Yasmin and Cho from PU3, Eleanor Ng from Kitsch boutique, Michelle from Muffstit and Sueann Chong from fashion blog site Tongue in Chic. Makeup artist to the stars Khir Khalid and Ming Wong, and fashion designers and stylists Cris Yong and Allien Gan, whose work also appears in this issue of Hanger, were also among the attendees.

# HANGER

by JUICE

Brought to you by the same team that delivers **JUICE** magazine and **JUICE**online, HANGER's Spring/Summer 2010 issue marks its second issue following the inaugural Autumn/Winter and Holiday 2009 season issue in November last year. The premium fashion magazine is a spin off to the already successful **JUICE** magazine and is produced bi-annually to mark the release of the fashion industry's Spring/Summer and Autumn/Winter and Holiday lines.

The 176-page magazine includes both international and local content, and covers collections from streetwear and bridge brands of interests, edgy designer collaborations, limited edition releases, designer interviews, and some of the most visceral fashion shoots ever to appear in a magazine of this nature. Hong Kong actor and CLOT fashion mogul Edison Chen featured on the cover of the inaugural issue of HANGER in 2009. The Spring/Summer 2010 issue includes stories on Datuk Bernard Chandran's latest collection, and local designers like Jimmy Lim, Jonathan Liang and Villiam Ooi to name but a few.

The HANGER Spring/Summer 2010 launch party was strictly by invitation only, however a limited amount of invites were up for grabs via a Twitter competition hosted by **JUICE**'s [twitter.com/juicemy](https://twitter.com/juicemy), **JUICE** Malaysia facebook, NTV7, Red fm and supported by Streething.

HANGER Spring/Summer 2010 is available at all major newsstands and chain bookstores at only RM10 throughout Malaysia and selected fashion retail outlets.

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