

Celebrities showcase stylish 07 autumn/winter collection

(19 September 2007 - Hong Kong) Bosideng International Holdings Limited today (19 September) made its public debut in a glamorous ice catwalk show, at Megalce. The extravaganza saw a host of celebrities and models parading on the catwalk in the stylish outfits from Bosideng's latest 2007 autumn/winter collection. The audience was star-struck and spellbound as Stephanie Cheng, Charmaine Shi, Linda Chung, Fala Chan, Eunis Chan and Matthew Ko emerged on the catwalk, instilling vigour and energy in the collection catering to the young and fashionable.

Bosideng's Chief Designer, Wang Qiaolian, who has been named one of China's top 10 fashion designers, said, "our design is as practical as trendy and stylish. Whatever lifestyle they lead, our customers can always find their perfect Bosideng items that bring out their finest personality. At the catwalk show, we put on show two series: the youth series and the stylish series. The idea is to liven up and brighten up autumn and winter clothing, hence bringing a more "beautiful" winter to our customers."

The youth series is designed for young people aged 18 to 25. It is marked by a range of salient features found in youth fashion and unique use of fabrics. The details combine various design elements, including insignias and zips, which are all the rage this season. The stylish series is made for young executives aged 25 to 35. It features simple, modern design with a metropolitan feel, making it the best pick for work.

During the show, top actress Charmaine Shi said, "what a surprise! I never thought down jackets can be so colourful and chic. The cutting is perfect and I'd love to wear them to work."

Linda Chung echoed Shi's comment, saying, "I don't normally like down jackets because they make me look clumsy. But these outfits are thin and warm. Definitely the must-haves in winter."

Fala Chan said, "with these outfits, I will never have to worry about mixing and matching when performing at a show or going out in winter."

Stephanie Cheng, who appeared as a performing guest at the catwalk, said, "these items are easy to match with others. They go perfectly well with tight pants, mini-skirts or jeans."

Matthew Ko, the only male artist at the event, said: "I skied a lot when I lived in Canada. I've never seen cool and warm down outfits like these. The fabrics are breathable and the style is cool. They surely will make one stand out when skiing on the mountain."