

# DRESS TO THE NINES THIS HARI RAYA AIDILFITRI

The Best of Local Designers and Their Collections



## MELL BY MELINDA LOOI'S MEL-RIAH CAMPAIGN WITH AINA ABDUL

MELL by Melinda Looi has launched its first ever Raya collection, MEL-Riah. MEL-Riah, also the brand's second festive collection, is all about exploring the timelessness of denim as well as the classicism of heritage style that transcends short-lived trends and fads. These two elements come together — albeit seemingly unlikely — seamlessly in the form of denim-effect traditional attires, such as baju kurung, baju melayu and kebaya. Heritage style is undoubtedly embedded within the collection, with a selection of kaftans, modernised with distinctive prints and enriched with intricate beadwork that boasts stellar workmanship. In-house prints are applied to a variety of scarves and executed in light-weight fabric, creating a complete look.

The collection conjures unisex dressing with co-ed offerings for him and her. "Versatility is key within the collection, which allows for the wearer to get creative with styling and let their individualism shine through." Melinda states. The collection is one that carries Melinda Looi's narrative, displaying a combination of creativity, craftsmanship and style. Headlining the MEL-Riah Campaign is singer-songwriter Aina Abdul, a well-known musician in the Malaysian music scene. The video campaign doubles as the music video of her upcoming Raya song, which is expected to garner the attention of many.

## THE HOUSE OF #ZALORAYA2023

Every ending is a new beginning as we bring together families and friends to reunite, celebrate, and make new memories. New beginnings are truly magical. It's cruising into a new territory full of hope, it's witnessing new possibilities blossom into reality and it's allowing optimism to guide your path at every turn.

ZALORA, Asia's Fashion Expert, embraces the magic of new beginnings with the ninth instalment of #ZALORAYA2023, the highly-anticipated modest-wear fashion celebration. Expect bolder colours, intricate craftsmanship, and contemporary designs that will make your Hari Raya extra bergaya. The House of ZALORAYA showcases the seasonal modest wear designs and accessories from designer exclusives and ZALORA's private label brands, which are available for purchase via the ZALORA online platform in Malaysia and Singapore.



## ALIA B — FOREVER

The designer Alia looks to her main line Alia Bastamam for inspiration in creating her latest Raya 2023 collection named FOREVER. It is the culmination of the many facets of the ALIA B girl who has grown into her own woman — she is modern, sophisticated, romantic and all with a hint of mystery to her character. The collection offers a complete wardrobe for the festive season and beyond — a selection of the modernised Baju Kurung, Alia's resort aesthetic in the wrap silhouettes and effortless sarongs, as well as fabrication that lends an air of unassuming regality. Actress Anna Jobling and Olympian Farah Ann star in the multi-faceted campaign visuals. As trail-blazing women in their own right, Anna and Farah show their strength in each step they make dressed in ALIA B Raya 2023 looks, encapsulating the idea of the FOREVER ALIA B woman. Farah Ann's captivating movements are perfect for her fringe-accented sleeves and billowing Kaftan. While Anna Jobling plays characters in sophisticatedly royal ensembles as well as ultra-feminine pieces that flow with her every move. This collection is dedicated to all the ALIA B Girls who have become forever women to the brand. They are strong and confident, and never missing their deep femininity. Forever evolving, forever growing, forever being. FOREVER, ALIA B.

## MASLEA — PERMATA JIWA

Family, love and life. These are the three jewels that inspire MASLEA's latest exclusive ZALORA 2023 Aidilfitri collection — Permata Jiwa. While still centred on the brand's general theme of "Celebrating Moments", the Permata Jiwa collection focuses on the celebration of emotions, and how those emotions are intertwined with the culture that surrounds us. This year the brand MASLEA, a home-grown label known for its fashionable traditional statement pieces since 2016, unveils "Celebrating The Moments of Life" as the theme for 2023. "I love how excited we were to celebrate Aidilfitri in the kampung. Everybody will be busy cooking, gossiping, laughing and 'main mercun' the night before Aidilfitri. Some of us had to sleep in the car because my Mak Wan's house would get too crowded but no one ever minded. We were just too excited to see each other! On the day of Raya, everybody will be wearing their best, my Pak Long will have us parade our Kebayas and Kurungs and participate in our very own talent-time. The air of festivity was surreal! The freedom we had was magical. And those were the moments of life that I will forever hold dearly in my heart," - Suraya Sharifuddin.

The Permata Jiwa collection is an expression of bright and vivid colours with the influence of the 'Malay-Avantgarde' silhouettes and carefully curated fabrics that illustrate freedom and trend of the 80s. As quoted by Suraya Sharifuddin, the creative head behind the fashion house, the collection is inspired by her memories of the 1980s era. "In the early 80s I recall the return of pre-sixties ideas of formality with occasional styles similar to the forties and fifties. Also, it was during this era that the revival and an increasing presence of the selendang happened. The combination of these traditional dresses along with the selendang and batik is the perfect style for MASLEA.





**NH BY NURITA HARITH — READY-TO-WEAR RAYA 2023**

nh by Nurita Harith's Ready-To-Wear Raya 2023 collection reflects the signature of Nurita Harith on draping of pastel hues and dark tones. The collection is soft, feminine, and has the essence of elegance. Every piece has the unique touch of draping by Nurita Harith and they can be worn for more relaxing events or evening functions. The colours were carefully selected and customised accordingly in order to be unique yet still relatable for all the NH ladies; from the dusty lavender to black. There are 66 looks with two colour options from pastels of soft yellow, light pistachio, ash blue to darker hues of deep burgundy, dark magenta to black. The collection is specially designed and carefully custom for all NH ladies and sold at an affordable price.



**SYOMIRIZWA GUPTA — ALMARI TOK**

Syomirizwa Gupta x ZALORA presents the 'Almari Tok', a collection that pays tribute to the love and memory of our grandmothers — known as Opah, Nenek or Tok to some. "When I was a kid, whenever I was back in Ipoh at my Tok's house, my favourite thing to do was to look for 'treasures' in my Tok's almari" - Syomir. Inspired by colours and actual pieces from the 1940's and 50's from his loving grandmother's armoire (still under his careful keeping), Syomir is showcasing 11 designs that celebrate the Nusantara world of old Malaya... from Batik and French lace to English cotton, organza and chiffon. This collection will also bring back the classic sarong with matching selendang look so you can live out the Gadis Melayu manis fantasy.





### **TAS BY TOM ABANG SAUFI –TRICHIC - INSPIRED BY GLOBAL TRIBAL INFLUENCES**

Tom Abang Saufi, the celebrated Malaysian fashion designer, announced his latest collection for the 2023 Raya season, blending the DNA of Malaysian heritage with a global ethnic appeal. The collection features a fusion of traditional ethnic motifs from around the world, including Native American, Mayan, and Polynesian designs, infused with a touch of rock and roll style and tattoo-inspired elements. The collection comprises elegant kaffans, modern baju kurungs, and stylish batik shirts, offering a range of options for every occasion during the festive season. For the first time, some of the batik shirts are being offered in luxurious linen fabric, adding a touch of sophistication and comfort to the collection. "I have always been inspired by the rich cultural heritage of Malaysia, and I wanted to create a collection that brings together the best of traditional and contemporary fashion," says Tom Abang Saufi. "This collection reflects my love for travel and my desire to bring the beauty of different cultures to the forefront of modern fashion", said the designer. This collection promises to be a must-have for fashion lovers who are looking for unique and stylish outfits for the 2023 Raya season. Get ready to turn heads and make a fashion statement with Tom Abang Saufi's latest creation.





## COVER STORY

### YADOTSA — FLEURIR 2023

Reminiscing on the success of the brand's floral series from the previous years of YADOTSA for Zaloraya, the designers have created yet another collection of floral prints. This has also been a signature element in their bespoke kurung designs. 'FLEURIR' derived from the French word 'to flower', 'to blossom' and to flourish stands at the epicentre of the brand's designs. This year, the creative heads behind YADOTSA decided to create a fresher, modern and more whimsical prints. The collection sees a vintage muted classic rose floral for those who appreciate subtlety. Elegant hand-drawn florals in white, bring a pure, fresh look, while the rose flower in purple hues print are for the sophisticated ones. The addition of vibrance through spring florals with pink hues are for those who love playing with colours. Whilst maintaining the core of the brand's identity with pretty intricate laces and trimming, YADOTSA pushes boundaries and embraces colours such as sage green, coral and pastel mauve in creating a contemporary collection. FLEURIR 2023 is also a collection inspired by organic shapes and patterns found in nature. Organic elements can be seen in detailing like pleat lines, curve hemline, voluminous structured pleated sleeves, layering hemlines and sleeves. The collection comprises various renditions of long kurung with different necklines and silhouettes to achieve a contemporary appeal for the modern women. For variety, YADOTSA also created printed 'kurta' designs with pants for a more relaxed Raya feel. As a whole, a sense of balance can be seen in the designs; streamlined sensuality with an attitude of confidence and sumptuous ease that gives it a modern look.





### AFIQ M – NOSTALGIA

The Afiq M Raya 2023 called Nostalgia is a combination of traditional silhouettes and modern elements. As is key in every season the foreground idea spearheading the collection is the ease of movement and being one with the outfit. For Raya this is especially true as we want our clientele to be extremely comfortable wearing our pieces whether it's to balik kampung or to open houses. "I'm feeling Nostalgic this year. There were a lot of childhood memories that came to mind while designing this Raya. As always being a male designer designing for womenswear, I took inspiration from women around me. This year's Kebaya was inspired by my great grandmother and grandmother. I saw pictures of them when they were younger. As other women in their era, they wore Kebaya in their daily life. So I wanted to create timeless pieces for you ladies today and for you to wear it even after Raya season. Let's keep the tradition alive," said Afiq Mohamed, Founder/Creative Director. The brand employed fabrics like cotton, crepe and cotton lace, which again, goes back to the idea of comfort. As for the colour palette, Afiq M was drawn to monotone colours that we are known for but with a hint of colours such as pale yellow, deep red and lilac.

