

media information, July 2005

Lingerie in Haute Couture

Three designers, inspired by classical art and Hollywood's stardom, have created a brand new fashion concept: lingerie as visible and integral part of breathtaking and very contemporary Haute Couture

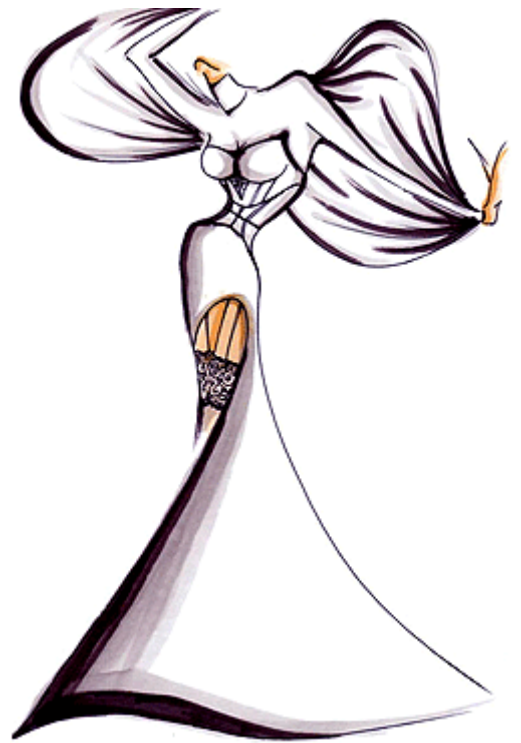
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>Fig. right: **Lim Bee Lean's** designs have the futuristic 80ies touch with the body as the main theme.

(C) Lim Bee Lean/Triumph International Fashion Award 2005

LIM BEE LEAN, Singapore: "I focus my designing on Haute Couture gowns that originate from inventive cuts and luxurious embellishments with an eclectic appeal. My design philosophy emphasises on re-inventing the cutting of a gown and I am an avid explorer of unique seam lines and dart manipulation to enhance my designs." Lim Bee Lean

1979 Lim Bee Lean was born in Penang, Malaysia. Graduated from Temasek Polytechnic Singapore she has won the 2nd prize in the Moschino 'Freedom' Fashion Design Awards and has her own label now in Singapore.



<Fig. left: **Karisma Costumes** create Haute Couture for the red carpet moments in "Brooklyn", "Mombasa", "San Francisco", "Rio", before the great ball begins...
(C) Karisma Costumes/Triumph International Fashion Award 2005

KARISMA COSTUMES, Germany, is the design team Ben Voorhaar and Sabrina Zyla. They use their experience in modern dance and theatre to „dance up the Pin up“.

Since 1997 they are designing and realizing projects in fashion, event, media and theatre. Also, they lecture as guest teachers at the Arnhem Academy of High Arts, The Rotterdam Danceacademie and The International Movieschool Cologne.



>Fig. right: **Magdalena Seifried** is a specialist in pattern making. It seems as if she plays with textiles and their cut. Seifried's know how of Haute Couture enables her to create fashion with this special touch of easiness.

(C) Magdalena Seifried/Triumph International Fashion Award 2005

MAGDALENA SEIFRIED, Austria, worked for Thierry Mugler, Christian Lacroix, Vivienne Westwood, Dior and Galliano. The designer has found a very seductive and narrative way of dressing up the Pin-up. Through these designs tales about Oriental Nights become fashionable reality.

"Fashion is a creative, individual form of expression which will melt together to a unity with the wearer. With each design I develop an own story, which will be told forward individually by any person wearing the design. Like this unique stories will be born!!!!!!!" Magdalena Seifried



This year's theme of the Triumph Award is dedicated to the glamour of the golden times of Hollywood seen from our perspective in the year 2005:

"Dress up the Pin-up for a glamorous party" - *design of women's wear that celebrates the beauty of luxurious lingerie: bra and corsage as visible and integral parts of clothes.*

Designers worldwide have been inspired by this theme and have sent innovative inspirations for a brand new and spectacular appearance for the timeless female icon "Pin-up".

All three designers are representatives of a new designer generation. They have been chosen by an international jury of experts from 700 submitted drafts to be one of the 7 Selected Designers of the Triumph International Fashion Award 2005.

The "7 selected designers" of the Triumph International Fashion Award are presented in www.fashionoffice.org/triumph for the public voting till 20 July 2005:

- **Barbara Joana** (Portugal)
- **Fiorenza** (UK/Italy)
- **Karisma Costumes** (Germany)
- **Lim Bee Lean** (Malaysia/Singapore)
- **Magdalena Seifried** (Austria)
- **Rafael Gomes** (Brazil/Germany)
- **Susanne Zaspel** (Germany)

Everyone who votes has the chance to win a piece of the new Triumph International collections (for women and men)!

More information about the Triumph International Fashion Award 2005: www.fashionoffice.org/triumph

Photos and text about the collections of Triumph International: www.triumph.com/press

Photos and text about the 7 Selected Designers: www.fashionoffice.org/triumph/press

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