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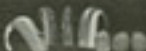
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Striking off-shoulder purple cocktail number from Chocolate & Martini.



(From left) Halter neck chiffon with paisley print evening gown; black satin finish dress; and lovely baby blue off shoulder cocktail dress with side ruffle; all from the Chocolate & Martin range.

Suit up

Imagine a mart where you can find all things fashion under one roof.

By PATSY KAM

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THE colour pink is often associated with sugar and spice, and everything nice, or so the rhyme goes. Thus, to have the word "evil" next to it seems almost a juxtaposition of images.

However, the play of words for the new fashion label Pink Evil's Fashion Supermarket is purely intentional, says designer Anthony Szeto.

"Think Paris Hilton: girls who are sweet with a dangerous edge," he says with a grin. The label aims to "stir the Malaysian fashion industry" by offering runway looks minus the runaway prices.

"I wanted to incorporate a supermarket with vintage concept. Imagine the scenario - women pushing their shopping cart, loading

up on groceries, except that it's not fresh produce or meat, but clothes and accessories that they're buying."

Usually, the suburban supermarket occupies a large area on a single level, or even extends to a couple of storeys, and is located near a residential area in order to be convenient to consumers. This is ultimately Szeto's dream, to have a "fashion mart" of sorts, offering a broad selection of goods under one roof at relatively low prices, accessible to everyone easily.

"People love H&M as the things there are of good quality and the designs very trendy. Similarly, I'm sure we (local fashion providers) can offer quality products at attractive prices as well. The designs at Pink Evil's move very quickly as we come up with new outfits every month. The clothes are manufac-



Touch of class: 'I wanted to incorporate a supermarket with vintage concept,' says Anthony Szeto.

in one go



Short tube number with funnel neckline from Chocolate & Martini.

tured in China, which is how we manage to keep our prices down," adds Szeto.

Currently, the flagship store in Mid Valley Megamall spans 158 sq m, offering a kaleidoscope of colours and styles. The decor consists of retro wallpaper and funky furniture replete with a runway of mannequins as the centrepiece to capture your imagination. Ironically though, despite what the name suggests, there's no pink corner or even signature pink line!

The label also has stores in 1-Utama Shopping Centre, Petaling Jaya; Bukit Bintang Plaza, Kuala Lumpur and Taiping Centre, Taiping.

Pink Evil's Fashion Supermarket is "a space where fashion meets grocery shopping", claims Szeto, who has been in the fashion industry for 16 years, offering his services as a supplier and design host to department stores and local brands.

He personally designs all the outfits for the label, which he admits can be quite a challenge coming up with new designs sometimes. He gets his inspiration from people watching as well as the latest on fashion from the entertainment channel *E!* (on Astro).

The ranges at Pink Evil's comprise Bread & Butter, which is essential wear and basics for everyday wear and casual occasions; Sugar & Spice, clothes with that all occasion chic, perfect for that girls' night out; and Coffee & Magazine, offering fashion that's stylish and smart, suitable as career wear with a twist.

If you want to turn up the heat, check out Chocolate & Martini, which offers sensuous and elegant fare and party favourites. These outfits, says Szeto, are ideal for after work drinks, clubbing and even wedding dinners. Last but not least, there's Cupcake & Candy Bar, offer-



Silk black and white abstract blouse worn with a wide red belt for contrast, paired with pencil pants from Coffee & Magazine.

ing colourful and fun clothes that are expressive statements of one's personality.

Pink Evil's also has fashion accessories and handbags which are sourced from China, Thailand, South Korea and Hong Kong. In the future, Szeto hopes to come up with his own shoes and handbag line as well.

"We also sell shopping bags for those who are environment-conscious. I'm working on the packaging whereby next time, customers can just 'take away' their items in paper bags, like how you would buy a loaf of bread!" he says.



This simple white dress belies the interesting T-string bare back from Coffee & Magazine.



(Top) Short checked blouse paired with high-waisted flair green-check skirt from Sugar & Spice.

(Left) Simple floral black and white vintage print blouse and skirt, with wide belt from Coffee & Magazine.