

FASHION &amp; BEAUTY EDITOR: Peter Yap E-MAIL: peteryap@thesundaily.com

# Designs from the heart

JEWELLERY DESIGNER POESY LIANG TURNS PRECIOUS STONES AND GOLD INTO WORKS OF ART



by Soo Wern Jun

**E**ACH piece of jewellery tells a story and that concept is what Poesy Liang has injected into her very own jewellery line called Poez Jewellers. A pastime activity turned business is not something which Liang saw coming her way but she has not regretted in taking this leap of faith.

The jewellery designer initially wanted to pursue fashion designing but ended up graduating with a degree in architecture engineering. This did not keep her away from designing anything which came to mind. Possesing a Masters in Business Administration, Liang, 34, is also an interior designer and an artist by profession.

Liang started the jewellery line simply based on her fascination for beautiful things which included precious stones. This eventually led her to discovering the world of precious stones and since then Liang had not stopped collecting these stones and has even transformed them into jewellery.

"I began designing these jewelries for myself since I have been collecting them for more than 12 years now. Eventually when my friends around me noticed that the pieces which I wore stood out, they've encouraged me to design more and now I have a whole collection of jewellery ranging from rings, earrings, pendants to cuff links," said Liang.

With an artistic talent like Liang, nothing stops her from expanding her creativity which also inspired her to design simple items such as glasses chains, phone charms for Vertu phones, wine glass charms and even belt buckles.

"All my jewellery items are made of 18 carat gold and high quality stones. Even the glasses chain is made of gold and Tahitian pearls. If you purchase a Garnet stone piece from me, you will be able to notice that the shine is different from the Garnets which do not cost as much sold outside," explained Liang.

One of the collections which Liang is most proud of is the Signature-C Dragonfly ring. When Liang was 30 years old, she created 50 pieces of the collection, signifying her age and the start of this business.

"I will be producing 10 more of the similar collection when Poez Jewellers turns 10 in six years time to celebrate the

milestone of the creation and also my hard work," added Liang.

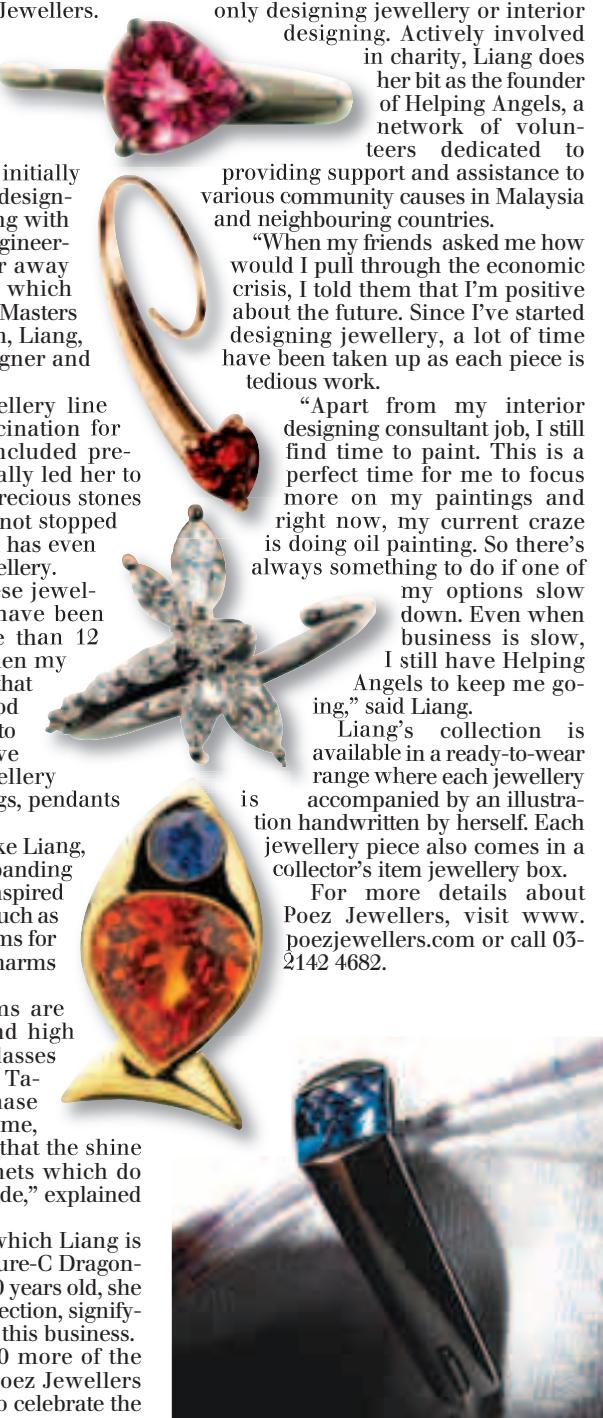
Striving hard to make the most out of life, the talented personality who had to overcome an illness is not content with only designing jewellery or interior designing. Actively involved in charity, Liang does her bit as the founder of Helping Angels, a network of volunteers dedicated to providing support and assistance to various community causes in Malaysia and neighbouring countries.

"When my friends asked me how would I pull through the economic crisis, I told them that I'm positive about the future. Since I've started designing jewellery, a lot of time have been taken up as each piece is tedious work.

"Apart from my interior designing consultant job, I still find time to paint. This is a perfect time for me to focus more on my paintings and right now, my current craze is doing oil painting. So there's always something to do if one of my options slow down. Even when business is slow, I still have Helping Angels to keep me going," said Liang.

Liang's collection is available in a ready-to-wear range where each jewellery accompanied by an illustration handwritten by herself. Each jewellery piece also comes in a collector's item jewellery box.

For more details about Poez Jewellers, visit [www.poezjewellers.com](http://www.poezjewellers.com) or call 03-2142 4682.



From top:  
Poesy Liang;  
Signature-C  
Garnet Ring;  
Signature-C  
Garnet  
Earring;  
Signature-C  
Dragonfly  
Ring;  
Signature  
Pendant; and  
Men's Cuff  
Link.

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## Fashion on film

NOT only does the fashion industry exert its charm on the mainstream media (as reported earlier), it also increasingly uses the medium of film to promote itself, be it presentations of collections, artistic short movies or even show invitations.

Fashion documentaries have been springing up with *Valentino: The Last Emperor* and *The September Issue* just being the most recent and successful examples. The currently running Marc Jacobs Film Festival in Melbourne is proof of the extent to which these movies have entered popular culture.

But recently, creatives have found more innovative ways of incorporating film into their fashionable activities: Designers are shooting artistic short movies to present their collections (see Victoria Beckham's fall/winter commercial for her own line, as reported earlier) or collaborate with movie stars for mini films with a story: Dior just recently hired Oscar-winning actress Marion Cotillard to star in a secret agent-inspired commercial for its handbags, and Vanessa Bruno is debuting a movie starring Lou Doillon, daughter of Jane Birkin and Jacques Doillon, this month.

Other recent developments adding to this trend include photographer Nick Knight's SHOWstudio space during London Fashion Week that will focus on fashion/film collaborations (as reported earlier).



Knight's project was also behind the much-talked about video presentation that fashion-forward designer Gareth Pugh showed in Paris back in March instead of a conventional runway show, a concept that has been picked up by others since, and this season, designers are even sending out their show invitations on video (e.g., Rachel Comey in New York).

Meanwhile, *Women's Wear Daily* reports this week that luxury label Louis Vuitton will sponsor a student film prize and that, in other news, design duo Rodarte (who have a collaboration with retailer Target and concept store Colette in the making) has been signed to the movie agency William Morris, so it looks as if the film trend in fashion is here to stay for a while. – AFP Relaxnews

## Affordable Mango

ACCORDING to new reports, international low-cost retailers have outperformed design labels in terms of sales, and Spanish fashion label Mango has a plan for cashing in even more on budget-conscious shoppers: an even cheaper clothes range than its current one, called Think Up.

Under the slogan "Special prices for creative living," Mango will incorporate styles from the new line into its international stores starting this month.

A spokesperson explains: "This new low-cost fashion campaign is Mango's solution to the difficult economic climate affecting shoppers around the globe."

"With Think Up, the brand provides its customers with a solution so that they can continue to enjoy high-quality fashion with optimism and without having to give up Mango's total look style."

The brand will also launch a new blog at [mangothinkup.com](http://mangothinkup.com) to promote the launch, which is supposed to serve as a cultural guide in addition to presenting the collection, featuring events, art, restaurants, trends and travel info, since, according to the retailer, it's all about "searching for and sharing information, alternatives at affordable prices, and above all exploring new and creative perspectives on life."

Prices will range from €9 (RM45) for tops to €69 (RM345) for coats. – AFP Relaxnews



For more, log on  
[www.mangothinkup.com](http://www.mangothinkup.com)



## Paris 'Kate Moss' show shelved

A Paris exhibition on the British supermodel Kate Moss set to open later this year has been shelved until 2011 for lack of funds, organisers said last week.

A spokeswoman for the Museum of Decorative Arts, where the show was scheduled to run from November until April next year, said it was "looking for funding" from private donors in order for the exhibition to go ahead.

Planned together with the 34-year-old Moss, the Paris exhibit

– the first dedicated to the model in France – was intended as a look back on her 20-year career and status as global fashion industry icon.

The Museum of Decorative Arts funds small-scale events itself, but is reliant on private patronage for fashion shows and large-scale exhibitions, its spokeswoman said.

The Kate Moss show in particular was to be fully funded by private donors. – AFP Relaxnews

