

**TOP OF HER GAME:**  
Style maven Karen Ng impressed with her sartorial taste at the Audi Fashion Festival.

PICTURE: AUDI FASHION FESTIVAL



# How to rock the glam crowd

*... and not to be remembered as 'the black blob' at fashion shows*

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FASHION events are always a great source of entertainment. And we're not just talking about the sartorial showcase on the catwalk.

While fashion shows remain relatively elitist to the general masses, the gap between the fashion insiders and the outsiders have narrowed somewhat since organisers started putting affordable price tags to these "exclusive" soirees.

Bravo to the organisers of the Audi Fashion Festival (AFF) for selling tickets to most of their fashion line-ups held at the Tent@Orchard this year.

Now us hoi polloi can rub shoulders with the pedigree crowd and get up close and not-too-personal with the big names behind some of the most successful brands in the world.

That said, the distinction between the seasoned event-goers and the wide-eyed newbies are never more apparent than at the recent AFF as well.

It is easy to spot the new birds - they are either overdressed or underdressed and are usually found conspicuously hovering around the waiters precariously balancing trays of free-flowing champagne and hors d'oeuvres.

Some wide-eyed publicity vultures could be seen flapping around the photographers, hoping to get their pictures into the social pages of a fashion magazine.

Oops! I spied a few familiar old-timers among the publicity-hungry flock as well.

Oh well, you know what of a feather.

Scenes like this play at every event. While it provides feisty chats and industry gossip, it also wants to be the topic of conversation for well-heeled and well-connected.

Even though the single season of the year has ended, fret not.

Come September, a whole new fashion party season kicks off and will be lit up again.

For those of you uninitiated to dressing right and behaving properly at these events, here are some tips from the festival director of Audi Fashion Festival.

1. If you have the means and come dressed in their designer's name. This is the best form of flattery to a designer whose show you're attending.

2. When the show is on, see the lights from your perspective. Be respectful to the designers and their staff. They have put in a lot of hard work to make this happen.

3. Don't try to cross the line if the show has started. You will forever be remembered as "the black blob" in all the designer's otherwise perfect shows.

4. Also, be gracious and get ushered to. Never, ever sit in the front row.

Flout these rules and you will be self-blacklisted from future fashion events. Don't be the cold like last year's turnout.

aspire

## Pocket companion

WITH the smoking ban extended to more places, you'll need something handy to dispose of your cigarettes, if you're not already trying to quit the smoking habit.

You'll want the C-STUB pocket ashtray from 7-Eleven.

Available in four designs, these are commonly used in Japan, Korea and Europe.

Just put the lit cigarette in the C-STUB, close the flap and

for slipping into pockets and handbags for people on the go.

The environmentally-friendly ashtrays are 90 per cent air-tight when closed. This keeps smoke odour to a minimum.

The funky-looking ashtrays have a shelf life of six to nine months, depending on the usage.

They can also store up to seven cigarettes at a time.

