

# Kebaya set to take centre stage at festival

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**TheStar**

By Arfah Ismail



(From left) Smart Leisure and Travels chairman Datuk Rashidi Hasbullah, Shahrin, Hee and Fe Lynne at the press conference in Kuala Lumpur.

THE inaugural Kebaya Festival Malaysia 2022 will be held from Oct 15 to 16 at Damen Mall in USJ Subang Jaya, Selangor.

Visitors can expect to find a kebaya exhibition, forums, workshops as well as the chance to watch the semi-finals of Miss Kebaya Malaysia 2022.

Organised by Miss Malaysia Kebaya (MMK), the event has the support of Arts, Tourism and Culture Ministry and Tourism Malaysia.

Tourism Malaysia package development division director Shahrin Mokhtar said the event would be an attraction for locals and foreigners.

“There are only a few events like this where people can learn about our traditions, heritage and culture.

“The festival is an example of how we can preserve our heritage and educate people about our roots,” added Shahrin.

Visitors, locals and foreigners alike, will also be given an opportunity to take part in a kebaya pageant by MMK.

MMK is an organisation that was established in 2011 to showcase Malaysia's traditions through beauty pageants and fashion competitions.

MMK and Selangor Fashion Week founder Dr Jason Hee said the organisation was focused on educating Malaysians about the heritage of kebaya.

"Not only do we aim to capture the essence of Malaysia through this festival but also to educate Malaysians on the importance of our history, heritage and culture and why it's important to preserve it for future generations.

"As the years pass, everything is now being modernised, including our traditional assets. While we embrace these changes, it is important for people to remember the roots of Malaysia.

"We are also collaborating with colleges and universities to establish a platform that will inspire and encourage those who have an interest in fashion," Hee added.

About 100 participants, aged between four and 60, are expected for the kebaya pageant, which is open to the public.

The participants will compete for titles in several categories.

Selangor Fashion Week founder and MMK partner and director Nicole Fe Lynne said, "We have many categories including Miss Malaysia Petite Kebaya.

"Women without pageant experience are also invited to join, because what is important is their passion to bring our culture to an international level."

The winner stands to win up to RM5,000 in prizes.

Details can be found on Miss Malaysia Kebaya's social media accounts. Registration is still open and can be made via WhatsApp to 012-611 6752 (Fe Lynne).

Also present at the press conference were Parkroyal Collection Kuala Lumpur general manager Christian Nannucci and Miss CosmoWorld founder Carrie Lee.