



SCAR highlights Steven Sunny designs (third from left) to promote self expression.

AFP showcasing (far left) festive wear as a cross-generational expression of joy and individuality as well as (left) embracing diversity.

Next-gen designers unleash fresh, bold ideas

THE much-anticipated Aeon Fashion Preview (AFP) delighted audiences once again with a showcase of fresh and vibrant fashion trends.

Collaborating with the student community of Tunku Abdul Rahman University of Management and Technology (TARUMT), Aeon's focus on youth culture was evident in its selection of themes – anime streetwear, denimwear and festive wear.

Anime streetwear is rapidly emerging as a dominant trend, captivating fashion enthusiasts with its unique blend of urban aesthetics and modern motifs.

Aeon's 2024 calendar is mapped out to release multiple anime surprises from *Naruto*, *Spy X Family*, *Jujutsu Kaisen* and *Demon Slayer*.

Whether it is the sleek minimalism of cyberpunk anime or

the bold, colourful palettes of classic manga, the Aeon Select collections will feature a diverse and exciting line-up.

In celebrating the innovation of next-gen designers – a unique bridge between anime and fashion for stylish self-expression, TARUMT fashion students from Faculty of Communication and Creative Industries (FCCI) took part in restyling the *Naruto* collection, turning it into cosplay couture, graphic streetwear and anime-inspired accessories.

Denimwear, once synonymous with rugged workwear, has also undergone a transformative journey over the years, evolving into a versatile and timeless fashion staple that seamlessly transcends generations.

Innovations such as stretch denim add new dimension to comfort and fit, allowing for a dynamic range of motion

without compromising the classic denim aesthetic.

Raw denim, celebrated for its authentic and unwashed state, appeals to purists seeking a more personalised wear pattern over time.

These variations cater to diverse preferences, ensuring that denim remains a wardrobe essential for every generation.

At Aeon, many brands this season feature collections that reflect an inclusive spirit, offering an array of styles catering to diverse tastes and preferences.

Whether it is the exuberance of vibrant prints, timeless elegance of shimmering sequins or comfort of unconventional silhouettes, brands like Arcadia, innerCasual, tized, SCAR, Guys' Vision and Kids Republic and even M for mothers are transcending generational gaps, inviting individuals of all ages to

revel in the joy of celebration.

Aeon Malaysia chief merchandise and marketing officer Low Ngai Yuen, said this edition of AFP was no longer confined to narrow standards.

"Aeon has long embraced diversity in body shapes, sizes, ethnicities, genders and abilities.

"We are prioritising inclusive sizing, adaptive clothing and affordable yet stylish options," she said, adding that fashion was now a platform for self-expression that spoke to people from all walks of life.

"Collaborating with Steven Sunny is exactly that – #ownwhatyouwear is a movement Aeon started two years ago with the trendsetter extraordinaire and iconic style curator."

Low also noted that Aeon was committed to the ethos that its fashion must be reflective of the rich tapestry of humanity.

"We believe that everyone deserves to feel confident and express their identity through clothing, and Aeon strives to make fashion not only a mirror of society but a catalyst for positive change.

"Inclusivity and accessibility are not trends; they are the projection of a more compassionate and representative fashion industry," she said.

This season, SCAR features StevenSunny to elevate fashion as a tool for self-expression.

With an emphasis on bold cuts and vibrant colours on 100% cotton, the call is to be confident to create and #ownwhatyouwear.

The preview also aligns with Aeon's dedication to UN Sustainable Development Goals, ensuring fashion accessibility while championing sustainability.

