

Beat: News

Vogue For Virtue Charity Fashion Show 2014

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USPA NEWS - BAYAN LEPAS, April 27 - Queensbay Mall's Vogue For Virtue 2014 aims to make charity fashionable, which comprises of two major highlights, the month-long Model Search and the Charity Fashion Show with celebrities that took place at 7.30pm on 26 April 2014 at the mall's Central Atrium.

In essence, Vogue For Virtue is the key event to strengthen the image of Queensbay Mall as fashion mall. While celebrating fashion, we also take a step further to give back community. This is an annual Corporate Social Responsibility (CSR) programme to help less fortunate children, where proceeds from model search registration fee and main sponsor CapitaMalls Asia will be channeled to the selected charitable organisation. Queensbay Mall's Vogue For Virtue has gained much confidence and support from the fashion retailers and also the top home-grown inspiring celebrities over the years. While many returned to join us in this event year after to support the good cause, new faces were introduced this year to take over the runway on the Charity

Fashion Show with Celebrities and role models to all aspiring fashion show. It was a night to remember with Elaine Daily as the host, ensembles celebrities featuring Debbie Goh, Jojo Goh, Janathan Putra, Nadia Heng, Soo Wincci, Wilson Tan, Benjamin Toong who strutted down the run way with premium brands including British India, Charles & Keith, Esprit, Forever 21, G2000, Habib Jewels, Pedro, Poh Kong, as well as La Senza, Springfield, and Uniqlo which are exclusive at Queensbay Mall.

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