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For immediate release

DESTINY'S CHILD KELLY ROWLAND IN MALAYSIA EXCLUSIVELY FOR ECOSTYLE

FUNDRAISING GALA - A NIGHT TO BE REMEMBERED!

NYC Inc and IMG Fashion today announced that Kelly Rowland, a founding member of Destiny's Child - the top-selling female recording group of all-time - and a best-selling Grammy Award-winning solo artist in her own right, will be in Malaysia for an exclusive one night only performance.

Brought to Kuala Lumpur by NYC Inc. and IMG Fashion, the **ecoStyle Fundraising Gala (ecoStyle Gala)** promises to be a spectacular event-not-to-be-missed. The **ecoStyle Gala** brings together sustainable high-fashion, eco-consciousness and a good cause with proceeds from the night going to a Malaysian environmental cause through EarthPledge, ecoStyle's event partner and beneficiary.

Graced by Royal Patron **Y.A.M. Tunku Laxamana Tunku Dato' Seri Utama Naquiyuddin ibni Tuanku Ja'afar Al Haj**, the **ecoStyle Gala** will be held on Sunday, 9 December 2007, at the Emerald Room of the Mandarin Oriental Hotel from 7 pm.

A founding member and vocal superstar in Destiny's Child, Kelly Rowland proved a major contributing force to the group's record-breaking global popularity as Destiny's Child racked up sales of more than 100 million records worldwide while earning two Grammy Awards in the Best R&B Performance By A Duo Or Group With Vocals category (2000: "Say My Name"; 2001: "Survivor"). She will perform exclusively at the ecoStyle Gala.

The **ecoStyle Gala** is just one component of **ecoStyle**, Asia's first dedicated event focusing on sustainable fashion and design. Now in its inaugural year, the event is organised by leading international marketing and events specialists, NYC Inc. and IMG Fashion, and supported by Tourism Malaysia and EarthPledge. Born out of a global movement by fashion and design communities working towards environmental friendliness, ethical shopping and renewable resources, **ecoStyle** encourages the 'first steps' towards educating style and design industries on alternatives and educating consumers on achievable ways of adjusting their lifestyle for the benefit of the planet.

True to its objective, the dress code for the invitation-only **ecoStyle Gala** is 'Fashionably Vintage and Recycled'.

The event will be hosted by IMG's Denise Keller, VJ of MTV Asia and internationally sought after fashionista in her own right, with existing contracts as a Longines ambassador and as the fashion ambassador for Mastercard across the Asia Pacific region.

Also expected to be present are both international and local celebrities and high profile eco-campaigners including Executive Director of Earth Pledge, Leslie Hoffman, the lady behind the FutureFashion initiative which will be showcased at the ecoStyle Gala.

The **FutureFashion** collection includes more than 50 pieces from some of the world's leading fashion designers including Oscar de la Renta, Diane von Furstenberg, Proenza Schouler, Rebecca Taylor, Karen Walker, Halston, Derek Lam, Heatherette, Imitation of Christ, made exclusively from environmentally-sustainable fabrics and

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ecostyle Kuala Lumpur Malaysia

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textiles. This year's collection will present completely new pieces unveiled on the runway for the first time at ecoStyle.

Another highly anticipated part of the evening is the announcement of the winner of the inaugural **ecoStyle Award**, established to acknowledge the most environmentally-friendly and stylish innovations in design around the world. The winner, nominated from the fashion, architecture and the product design stream, will be chosen by a Selection Committee comprised of five high-profile international figures known to have made significant environmental contributions in their own right. They are Y.A.M. Tunku Laxamana Tunku Dato' Seri Utama Naquiyuddin ibni Tuanku Ja'afar Al Haj, H.E. Khaldoon Khalifa Al Mubarak, Leslie Hoffman, Yang Lan and Majorie Yang Mun Tak.

Besides the five core members, the Committee is co-chaired by **Simon P. Lock, Managing Director of IMG Fashion Asia Pacific**, and **Nicole Yap, Managing Director of NYC Inc.**

Nominees for the inaugural ecoStyle Award include Anna Cohen ready to wear, Jurlique beauty products, Dr. Ken Yeang, a leading green architect from Malaysia, Knoll furniture, Q Collections furniture, Stella McCartney, and Terra Plana footwear.

"There is a huge growth potential for sustainable designs and we hope that the **ecoStyle Award** will raise awareness not only in Malaysia but also on a global scale of what we can do to make a difference," said **Lock**.

"Through collective ethical commitment and education," he continued, "it is possible to get everyone to adopt green practices in almost every sector and part of life. If we can educate every person in the world to choose a green product over a non-eco alternative, our impact on the future of the planet will be enormous."

"This is the first time an event such as this is seen in Malaysia and we are proud to have the opportunity to put Malaysia on the fashion map in this way," **Lock** elaborated. "It is also a privilege to know that what we're doing will in turn benefit a Malaysian environmental cause."

The beneficiary of the night's proceeds, a Malaysian based environmental charity, will be announced soon.

For more information on ecoStyle, please visit <http://www.ecostylemalaysia.com>

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About IMG FASHION Asia Pacific

IMG Fashion, a division of international sports, entertainment and media giant IMG, is the global leader in the management and production of fashion weeks and designer fashion events. Its portfolio of events in the United States includes FashionWeekLive presented by Sephora and Mercedes-Benz Fashion Weeks in New York, Los Angeles and Miami. Internationally, IMG Fashion produces, manages and/or represents Rosemount Australian Fashion Week in Sydney, Lakme Fashion Week in Mumbai, MasterCard Luxury Week Hong Kong, ecoStyle Kuala Lumpur, Fashion Fringe in London, Milan Fashion Week, Fashion Week in Moscow, Mercedes-Benz Fashion Week Berlin and Pakistan Fashion Week.

IMG Fashion's The Daily Group publishes The Daily Front Row, the bi-monthly The Daily Mini, The Daily Front Row Extra and www.fashionweekdaily.com, all content that is also syndicated to newspapers and magazines across the globe.

The divisions network also includes IMG Models, the world's number one modeling agency with offices in New York, London, Paris and Milan and Art + Commerce, the worlds leading agency for photographers, art directors, stylists and makeup artists.

For more information on IMG and its business visit www.imgworld.com.

About NYC Inc

NYC Inc. is a creative direction association which provides entertainment, production and network capabilities to Asian counterparts. It assists Asian companies and governments with consultancy, intellectual property expertise and large scale production capability. Furthermore it facilitates access, through its networks, to all areas of the US entertainment industry, including producers, photographers, music industry players, photographers and filmmakers.

About Earth Pledge

Earth Pledge identifies and promotes innovative techniques and technologies that restore the balance between human and natural systems. Through demonstration, education and research, Earth Pledge delivers viable models to government, industry and communities.

Earth Pledge accelerates the transition to sustainability by promoting urban ecological solutions through seven initiatives. Green Roofs, Waste=Fuel, FutureFashion, Farm to Table, Limit 450, Pacific Park and Guardian Trust deliver tools and pilot projects to create awareness and demonstrate the financial, social, and environmental viability of sustainable technologies. Through targeted research, we quantify the costs and benefits of these approaches, and use the results to support public policy initiatives.

FutureFashion, one of Earth Pledge's main initiatives, celebrates environmentally conscious fashion by working with industry and the public to promote the use of renewable, reusable and nonpolluting materials and methods. With a growing library of over 600 sustainable materials and an ongoing collaboration with the world's top designers, Earth Pledge offers guidance and resources on sustainable materials and the designers who use them.

Earth Pledge's newest publication, FutureFashion White Papers, is a collection of essays by a diverse and international group of contributors aimed at educating and offering solutions for safe environmental practices for apparel and textile industry and consumers. An invaluable and ground-breaking resource for all people interested in sustainable fashion.

About Tourism Malaysia

Malaysia is proud to be the most eco friendly country in developing Asia having taken the necessary steps years ago with respect to adopting policies for conservation from industry to tourism. Tourism Malaysia supports this exciting new programme because it not only brings the world to awareness about Malaysia, but because it is for a noble cause. It is a proud moment for Malaysia to be able to take the lead on such an initiative as we will be engaging the international arena and highlighting not only the progressiveness of Malaysia as a developing country in Asia but the only that has taken steps to conserve its natural environment, including one of the last natural rainforests.

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