



Designer Profile

Winner of 'Designer of the Year' at KL Fashion Week 2017, Alia Bastamam, her team and label have led a clear direction since the brand's inception in 2010. Nine years in the industry has placed Alia amongst Malaysia's leading fashion designers.

During the formative years, focus was set on bespoke bridal and made-to-measure designs from a humble workshop outside of Kuala Lumpur. With the continuous support of the media, high-profile clients and celebrities on the red carpet, the brand quickly found success within a year of being established.

From a modest single workspace, the Alia Bastamam showroom, atelier and offices are now housed at the sprawling 14 Chempenai in Damansara Heights. The *Alia Bastamam* brand, which focuses on high-end ready-to-wear, has expanded into three additional lines, including the made-to-measure *Atelier* line, *Bridal* and diffusion ready-to-wear label *ALIA B.*

"Over the years, we have garnered a wider customer base and it's our responsibility to offer something for everyone," said Alia, "which is why we decided to give life to my secondary label *ALIA B.*" Having presented sold-out collections for the past 5 years, the *ALIA B.* line has also released shoe collaborations with *Yoke & Theam* and two sold-out bag collaborations with *Sometime.*

"Timelessness," Alia incites, "is what I want my designs to exude. That's how I came into this industry – to design and create clothes that I would want to wear myself."

In addition to the brand's commitment to timelessness, it's been known to offer its signature of sensuality – a backless scoop, a plunging neckline, or a towering slit and all in silks that feel naked on the skin. The designer's organic drapes swathe the feminine figure, while newer techniques like folding pleated fabric create an architectural quality and added dimension to the Alia Bastamam aesthetic. Hand-sewn embellishments and embroidery punctuate the fineness of work from the Alia Bastamam ateliers.

Slowly treading international waters, Alia Bastamam has already evoked attention in neighbouring Indonesia, Brunei and Singapore, where the ready-to-wear line is a permanent fixture at SocietyA in the world-renowned Takashimaya.

2019 sees the Alia Bastamam group appoint international public relations to optimistically introduce the brand to American and European markets.

Alia Bastamam

Notable Credentials, Accolades & Education

Nominations & Awards

GLAM Magazine Malaysia, Most GLAM 2018 recipient
Designer of the Year 2017 at KL Fashion Week
ELLE Style Awards Malaysia 2016 nominee
Life Inspired TV, Tastemakers Malaysia for 2015
Newman Magazine Malaysia Creative Pioneer Award Winner, 2013
Prestige Magazine Malaysia Top 40 under 40, 2013
GLAM Magazine Malaysia, Most GLAM 2012 recipient
Harper's Bazaar Malaysia, Most Stylish Women 2012 recipient

Others

Harper's Bazaar Malaysia 15th Anniversary X Alia Bastamam opening show
at KL Fashion Week 2018
Closing show at KL Fashion Week 2017
Air Asia Runway Ready Designer Search 2017 (ASEAN countries) judge
Air Asia Runway Ready Designer Search 2016 (Malaysia & Singapore) judge
Volkswagen Malaysia X Alia Bastamam main show at KL Fashion Week 2015
Samsung Malaysia influencer campaign, 2014
Style.Uz Art Week 2013 in Uzbekistan to represent Malaysian fashion
Miss Universe Malaysia 2013 official evening gown designer
L'Oréal Malaysia 'Women of Worth' guest speaker, 2013

Print & Online Media

Marie Claire Malaysia's Amazing Women 2016
Buro 24/7 Malaysia Feature – 7 Minutes with Alia Bastamam
Harper's Bazaar Malaysia feature – 24 Hours with Alia Bastamam
British Vogue feature, May 2014

Education

Advanced Diploma in Fashion Design, Raffles Design Institute, 2006
Introduction to Fashion Design, IFTC, 2004

Alia Bastamam

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