

MALAYSIA TATLER

# SO-CIETY

THE ESSENTIAL GUIDE TO THE SOCIAL SEASON 2009

*The  
-LIST*

Malaysia's Top  
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Know

*Malaysia's MOST  
TYLISH*

The Women  
who Set the  
rends in  
his Region

*Shen-Tel Lee*

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## The 2009 Society List

## Chin - Choong



### DATO' DR KENNETH CHIN

Recently conferred the title of Dato', he is a highly regarded consultant cardiologist. Dato' Dr Kenneth Chin was the past president of the Asean Federation of Cardiology as well as the National Heart Association of Malaysia. A graduate of University Malaya, he pursued his post-graduate studies in UK and the US. Married to Datin Rose Chin, the couple have a daughter and a son. A welcomed guest at international cardiology meetings around the world, his favourite vacation spot includes Paris for the wine, food and romantic ambience and Hawaii for its art, sheer relaxation and spectacular sunsets.



### DATO' EDDIE CHOON

The founder and managing director of Poh Kong Jewellers has transformed the company into a thriving entity with 89 outlets. Dato' Eddie Choon's uncanny ability to select a portfolio of international brands to associate with and his sharp calculated business moves have resulted in Poh Kong forging ahead as the largest jewellery retail chain. The company owns the exclusive rights to represent designer jewellery brands including Brumani, Luca Carati, SunDay, Rodney Rayner, Lappesite Collection and Alessandro Fanfani. Married to Datin Jennifer Choon, he has five wonderful children.



### DATIN ROSE CHIN

The soft-spoken part-time lecturer in professional writing at the Limkokwing University College teaches the subject close to her all time favourite hobby, reading. The charming and vivacious wife of consultant cardiologist Dato' Dr Kenneth Chin, enjoys opera and classical music and regularly accompanies her husband to Paris to visit museums and art galleries. Her motto in life, 'it's not about me,' speaks volumes about this warm hearted, generous lady and her easygoing personality. Charitable causes close to her heart include St Vincent De Paul Society and Montfort Boys Home.



### DATIN JENNIFER CHOON

The unassuming and soft-spoken wife of Poh Kong Jewellers founder Dato' Eddie Choon is the financial director of the company. The mother of five looks demure and emits a gentle radiance, yet her sound financial knowledge is the foundation of Poh Kong's business strength. Her favourite holiday spot is the Caribbean Islands for good food, good wine, fine weather and beautiful ambience, which she admits leaves a calming effect on her that carries her through her hectic schedules. She enjoys reading and spending quality family time with her children.



### ANGIE CHONG

The chief executive officer of FJ Benjamin (M) Sdn Bhd has made her mark over the years by firmly entrenching international brands in the country. This highly motivated and charming dynamite has catapulted brands like Guess, La Senza, Raoul, Nike Timing, Bell & Ross, Nautica and Celine into the limelight. She also directed the launch and growth of the Gap, Banana Republic and Sheridan in both Singapore and Malaysia. Her affable presence and bubbly nature endears her to friends and business associates alike. Her sound advice for women who aim to climb the corporate ladder, "Don't oversell and then under-deliver".



### MI-KI CHOONG

Her skills at recognising opportunities resulted in Mi-Ki Choong becoming the co-founder of Centurise Group involved in property development. She has also ventured into IT media production and the MyStyle mobile voucher on demand business. A MBA holder from Australia, the heiress to lorry transportation company, Choong Keow Lorries, has been really busy recently with the launch of MyStyle, completion of reality show 'StarCeleb' after 'LifeInStyle' and work on another TV project. This lively lady enjoys reading, horse riding, collecting watches and art pieces.



### FRED CHOO

This endearing entrepreneur with his wife Michele Kwok, have transformed their love for good food and fine entertainment into two highly successful nightspots. The proud owners of Souled Out in Desa Sri Hartamas and the more recent Zatenine located at The Ascot Kuala Lumpur and W.I.P. are geared to making their outlets the most happening dining and restaurant venues in the coming years. The dynamic duo are also involved in charity via their company Sharity Greetings contributing generously to various charity organisations. The couple have two boys.



### STEPHEN CHOONG

Stephen Choong is the man behind DeGem, the jewellery boutique well-known for its unique and exquisite jewellery and the sole distributor of Lazare diamonds. With a brilliant beaming smile, this entrepreneur is ever ready to assist young couples in choosing their wedding rings and jewellery for once in a lifetime memorable occasions. Working closely with his brothers, DeGem is more than happy to even recreate new and dazzling designs using clients' old jewellery. This affable man enjoys spending any possible free time with his family.



### DATUK JIMMY CHOO

The king of couture shoes, Datuk Jimmy Choo who currently resides in London is involved in a project to set up a shoemaking institute in Malaysia, where his iconic status is often evoked to inspire budding shoemakers and fashion designers. Perhaps the most famous student of Cordwainer's Technical College in London, now part of the London College of Fashion, his break came when he was featured in Vogue magazine followed by patronage from Diana, Princess of Wales in 1990. He still makes couture footwear for the most discerning clientele in his store in London.



### DATO' CHOONG PHOOI YING

Director of law firm Choong & Co, Dato' Choong hails from Ipoh. A graduate from University of Singapore, this corporate lawyer's favourite vacation spot is Europe and he enjoys travelling, skiing, diving, fishing and reading. Married to the lovely Datin Irene Attenborough, his professed prized possession and love of his life; he has a daughter Cheryl who is a medical practitioner and a son, Jonathan. A member of the Rotary Club, he has assisted in raising funds for the needy through charity dinners, marathons and musicals. His involvement in charitable causes reveals his compassionate nature.