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QI GANG, China

From Fan Bingbing to Gao Yuanyuan, this outspoken designer has dressed many of China's most beautiful women. His SCFashion label, which thrives on avant garde-meets-Oriental is the go-to for entrance-making glamorous pieces. Right from the start, his collection for Macau Glam Slam 2011 provided plenty of talking points: a leopard-print jumpsuit topped with a see-thru helmet; a mini-dress adorned with tassels in black and green; a halter perked up with quirky pink cut-outs, and a sensational black one-shouldered mermaid gown. Qi Gang's diverse forms of "sexy" indeed testified to his philosophy that "some don't seek to be the centre of attention, but all enjoy being the object of admiration".



WILLIAM TANG, Hong Kong

He's known as the "Bad Boy" of Hong Kong high fashion, but William Tang, whose fans include Asian divas Sandy Lam and Kelly Chen, prefers to describe himself as a traveller. And such an inclination towards the unconventional and unpredictable has only benefited his mission to innovate and create. His compendium of "mermaid-inspired" pieces oozed gorgeousness from every seam, whether it was the scarlet-hued mini (backed by a chiffon train!) or a sparkly number that descended into a lovely ruffle of roses. "I see the human body as a stage," says Tang, "so it's important to keep the silhouette simple. No excess layers for me, thank you very much!"



LEE KHOON HOOI, Malaysia

Reminiscent of a pretty posy, Lee Khoon Hooi perked up the Macau Glam Slam 2011 runway with a series of refreshingly wearable floral frocks. Lauded for luxurious yet edgy creations, he showed off a Spring/Summer 2012 collection that was anything but. Exquisite hand-stitched 3D blooms were complemented with sophisticated draping techniques and swoon-worthy fabrics awash in a stunning spectrum of shades. He added: "Ladies in Asia have always enjoyed getting their dresses tailor-made. And haute couture is a manifestation for this pursuit of luxury."



VIVIAN LUK, Hong Kong

Bold without being loud – and Vivian Luk's design philosophy was best represented at Macau Glam Slam 2011 by a floaty green halter embellished with ruffles. "I'm Chinese and I'm petite, just like most of the women I design for. I can relate to their needs better and create something that makes them feel and look good," she said. Born in Canada, the Parsons graduate enjoyed a career head-start in New York, where she worked with Vera Wang. Since moving to Hong Kong, she's carved out a niche with intricate confections that capture the imagination with their organic folds. "It's all about flattering the women I dress," offered Luk.

