

## Tell me about your brand ?

Chantique Brunei comes from the Malay word cantik ( meaning Beautiful in English) initially started with selling imported textiles and fashion at Villa Chantique Brunei run by Fadzil's mother in mid 2000 . Then in 2017 introduce the label to Dubai , United Arab Emirates which successfully landed as winner "best fashion designer " award for modest fashion by Islamic Fashion Design Council held in Italy , the same year was selected to showcase his collection at the first modest fashion event called " Modest Soirée " at Milan Fashion week 2018 . In 2019 Chantique by Fadzil Hadin was named "Best Rising Talent " by La Rinascente , the largest luxury fashion department store in Italy .Fadzil designs mainly influence the cross culture between Asian and Middle East .

What's the story behind this collection ? who/what inspired it ?

'Emas ' in Malay means gold in English , Inspired by colors of Sultan Omar Ali Saifuddin mosque dome in Brunei as well as depiction of common Brunei flowers and colors through the embroideries and a mixture modern landscape of Dubai bling and glitters known for its luxury lifestyle of the city . The collection added with heavy embellishments and sweet embroidery and sequins for the modern high society socialite ladies .

What role do you think social media plays in fashion today ?

In the fashion industry , social media platforms can be used as networking with others in the industry and as a way building an online presence where it's also influence designers in unique ways that are changing the way many designers create their fashion .social media has reframed this structure , allowing users to not only to consume fashion but to also contribute to it .