

LUXURY FRONTRUNNERS

Knowledgeable on the needs and desires of their discerning clientele, these leaders of high-end brands are powerful and influential brand builders plus top marketers



Andrew Abishegam

He always strives to be the best he can be. The managing director and CEO of X2 Sdn Bhd, Andrew Abishegam describes himself as 'Primus inter pares' meaning, the first among equals. Happily married to Chris with four children, Andrew has had a number of accomplishments over the years including turnkey project manager for the Khazanah Megatrends Forum, and turnkey manager for Brand Malaysia at the World Economic Forum 2013 in Davos, Switzerland.



Antoine Bakhache

A gemologist as well as the managing director of Bakhache Luxuries, having brought well-loved brands such as Mouawad, Christofle and Truefitt & Hill into the country, Antoine Bakhache is a highly motivated man and is a consummate professional in the work he does. Happily married to Sabah Bakhache, they have two lovely children, Leo and Leila. A family man, he was proud to have brought his 90-year-old father over from Lebanon to celebrate his birthday in Malaysia.



Jennifer Bay

Hard working, strategic and very efficient, Jennifer Bay is the general manager of the luxe division of L'Oreal Malaysia. As all inspiring people do, Jennifer leads by example and her enthusiasm for her work is inspiring. Her subordinates respect her for her fairness and consideration of their welfare. She is always seen dressed impeccably in stylish outfits, with her hair and makeup done perfectly. She enjoys traveling and sampling the cuisines of places she visits.



Vijay Binwani

A well-spoken, down-to-earth individual, Vijay Binwani is the director of several companies in the Binwani Fashion Group, which also brought the Lustro label to Malaysia. This University of Oregon alumnus is happily married to Sherina Binwani and they have a son and a daughter. He is committed to Binwani Fashion Group's long-term success and the development of its brand portfolio. With a refined taste in his sartorial style, Vijay is always dressed impeccably.



Ian Chang

A man of great skills and talent, Ian Chang gained his idea to embark in bespoke tailoring due to an internship at Maurice Sedwell in Savile Row, London. With an eye for style, Ian is the co-founder of Bespoked by Ian Chang, a bespoke tailoring boutique in One Utama. The boutique combines traditional British style with the contemporary in a refined tailoring process. He is married to Jennie Cha and they have two kids, Jo and Jvern Chang. He has now expanded his bespoke services to footwear as well.



Dato' Jimmy Choo

His dedication to his craft has accorded him respect and recognition. A former student of London College of Fashion, Dato' Jimmy Choo is a reputable shoe designer, and his creations have adorned the feet of royalty and celebrities. He believes in educating and inspiring the next generation of Malaysians. He aides the L'Oreal Malaysia Children Aids Foundation, where he sketches for L'Oreal, and the design is printed on T-shirts and shopping bags, and profits channelled to the foundation.



Stephen Choong

Stephen Choong is a force behind DeGem, the jewellery boutique well-known for its unique and exquisite jewellery and which is the sole distributor of Lazare diamonds. This skilled jeweller 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.



Chung Tze May

With the title of area director for the Luxasia Group, the leading distributor of renowned global fragrance and cosmetic brands in Asia, Chung Tze May's responsibilities do not lie only here in Malaysia, but also in other branches in Asia, including Thailand and Indonesia. Known for her engaging smile and dedication to her work, Chung Tze May's long list of job responsibilities include managing several diverse brands, the likes of La Prairie, Payot, Decl or and Acqua di Parma.