



## **‘OASIS’, THE LATEST RESORT COLLECTION BY ALIA BASTAMAM LAUNCHED WITH ELEGANT FASHION SHOW AT THE DATAI LANGKAWI**

**Langkawi, Malaysia, 14 October 2022:** Malaysian fashion designer Alia Bastamam launched her Resort 2023 collection, aptly titled ‘Oasis’, at [The Datai Langkawi](#) this week. The line includes a capsule collection that was inspired by The Datai Langkawi, with six elegant looks available for purchase exclusively at The Boutique of The Datai Langkawi, the [aliabastamam.com](#) website or on appointment at the Alia Bastamam showroom in Kuala Lumpur.

On 11 October 2022, the crème de la crème of Malaysia’s high fashion world assembled at The Datai Langkawi to celebrate the launch of the much-anticipated Resort 2023 Collection by acclaimed Malaysian designer Alia Bastamam. The resort’s General Manager Arnaud Girodon welcomed guests with an authentic Malaysian dinner at The Gulai House, with rustic décor in true Kampung-style, elevated by subtle touches hinting at the designs of the collection that was to be unveiled the next day.

After a night’s rest in the midst of nature and surrounded by The Datai Langkawi’s ancient rainforest, guests assembled at The Lobby Lounge the next day afternoon to get their first glimpse of the Oasis collection. Models reflecting the multi-ethnic makeup of Malaysia’s population walked the length of the lily pond which was converted into a runway for the occasion. With the backdrop of lush greens of the majestic trees abundant on the property, paired with the bright pinks of the water lilies, Alia Bastamam’s newest designs shone in their full glamour. The day ended in a celebration by the resort’s Beach Club, where the designer herself was on hand to relay insights into the inspiration behind her line, and a celebrity DJ played vibrant tunes to celebrate the successful fashion launch.



***Pictured (l-r):** Alia Bastamam x The Datai Langkawi - Waterlily shirt and pleated skirt; Waves of Datai Bay tail kaftan in blue/turquoise; Oasis Launch - Arnaud Girodon, Alia Bastamam, models; Waves of Datai Bay fishtail kaftan in aqua/pink; Waves of Datai Bay shirt dress in blue/turquoise*

For Resort 2023, the Alia Bastamam woman is on a journey to find solitude and beauty in her own Oasis: “With so much happening in our fast-paced world today, sometimes we forget to connect with ourselves. So, in creating this collection, I imagined my Alia Bastamam woman in her piece of paradise where she can escape to rest her body and soul,” the designer quips about her continuous source of inspiration - her Alia Bastamam woman. “I pictured her escaping a dry, chaotic landscape and into this utopia of lush greens, flowing streams of water and the

echoing sounds of nature.” Alia takes a breath, as if rejuvenated, “In a sense, it’s a place she can be free, liberated from any constraints; a place she can just be.”

And by just being, the designer creates a collection that truly plucks at her label’s heartstrings - ethereal womanliness to match the Alia Bastamam resort aesthetic. The idea of ‘Oasis’ is imagined with ensembles that seem to belong to desert queens and princesses wrapped in earth tones spotted with bouquets of chartreuse and rose, majestic kaftans in snow white, an array of Alia’s signature pleats made for the warrior woman, soft flowing drapes and wraps to accentuate romance and femininity.

A modern day Oasis itself, The Datai Langkawi plays a part in this collection with a 6-look capsule collaboration composed of Alia’s signature designs reimaged in custom prints inspired by the resort’s untouched surroundings - from its iconic pond of waterlilies upon arrival, to the Butterfly Walk, the secret Crystal Creek, and down to the calming waves of Datai Bay.

“I was invited to escape to The Datai Langkawi, and I fell in love with it immediately. And each time I come back, it feels more and more like home.” Alia speaks of the collaboration design process: “I had a great experience creating these pieces that were inspired by my time here. Surrounded by the lush nature, and with a well-rested mind and body. It was really a joy working on this project - it’s a match made in heaven!”

Arnaud Girodon, General Manager of The Datai Langkawi, adds: “We’re delighted about the opportunity to partner with Alia Bastamam on this collection and enter the world of luxury fashion through our brand partnership. We have thoroughly enjoyed this collaboration with Alia Bastamam and her team and are proud of the pieces that have resulted from it – from the waterlily print, over the designs inspired by the crashing waves of Datai Bay, to the elegant dress with touches of our butterfly garden. I’m happy to count Alia amongst our returning guests, and it has been exciting to see how she has translated the beauty of our location into the incomparable pieces of our capsule collection Alia Bastamam x The Datai Langkawi.”

A special contribution is being made to The Datai Pledge from all sales of the Alia Bastamam x The Datai Langkawi collaboration: 5% of all sales from all platforms, as well as 50% of the share of The Datai Langkawi of all profits are going to The Datai Pledge, to support the ambitious conservation and sustainability initiatives under the programme, such as a wide-reaching reforestation programme, the creation of possibly the first island-wide wildlife corridor connecting fragmented habitats, coral regeneration efforts in Datai Bay, and more.



**Pictured:** Alia Bastamam ‘Oasis’ Resort Wear collection, all images shot at The Datai Langkawi

The Datai Langkawi not only enters into collaborations with high-fashion labels such as Alia Bastamam but is also running an ongoing initiative supporting local artists and artisans with the resort’s Artist-in-Residence programme. The traditional arts and crafts of Malaysia are as colourful and rich as its multi-cultural make-up and the resort’s Atelier helps preserve Malaysia’s timeless artisanal arts by showcasing visiting artists and craftspeople from across the

country to local and international guests on a regular basis. Artists who have held workshops and showcases at the resort include Harith Ridzuan, a designer-maker of sustainable furniture and home & living products from Kuala Lumpur and founder of 'The Green Factory'; Beatrice Hew, who specialises in glass upcycling, and Rebecca Yau, a local upcycling artist who focuses on repurposing discarded materials. Guests can meet artists, learn about their craft, and experience a living exhibition of their work during interactive workshops. Various activities and live art showcase are available on a rotational basis, including batik painting, traditional weaving, local artefacts and many more.

The Datai Langkawi, with 121 rooms, suites and villas, is tucked between 1.5km of coastline and lush green mountains along northwestern Langkawi. With an eco-conscious ethos, The Datai Pledge was conceived in 2019 as an effort to embrace the precepts of interconnectedness and interdependence between community and ecosystem.

**-ENDS-**

#### **Notes to Editors:**

For high-resolution photos of the Oasis Resort Wear Collection and Launch Event, [please click here](#)

For high-resolution photos of The Datai Langkawi, [please click here](#).

#### **ABOUT THE DATAI LANGKAWI**

One of the world's most stunning resorts, The Datai Langkawi, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay, awarded by National Geographic as one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance and Malaysian hospitality. All the 121 rooms, villas and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breathtaking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest and located directly on the coastline, the dining outlets, which include the award-winning The Gulai House, The Pavilion, The Dining Room and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond. Bespoke facilities include The Nature Centre, an educational facility and home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, its own Akar retail range and VOYA facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including silat and yoga, retail outlet The Boutique, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The resort founded The Datai Pledge in 2019 - a sustainability and conservation trust that supports Langkawi's unique fauna, flora and communities. All proceeds from The Datai Pledge aid this work and contribute to local non-profit organisations.

The Datai Langkawi is managed by Themed Attractions Resorts & Hotels Sdn Bhd, an investment holding company incorporated to develop, manage and operate hospitality and attraction destinations.

#### **ABOUT ALIA B**

The Alia Bastamam brand launched in 2010, with a focus on made-to-measure creations from its Atelier and Bridal lines. Since then, the brand has found its place in luxury ready-to-wear with specific attention to resort-centric designs. As a female fashion designer, Alia Bastamam's design rule is simple: to create clothes that she would wear; for every woman. Alia's resort aesthetic comes from an attentive and inclusive understanding of women's moods and auras that flow between femininity, strength and sensuality. A sharp

eye on fine quality, an appreciation for design longevity and knowing to stay on the pulse of trends all sum up the accomplishment of the Alia Bastamam brand and its baby sister brand, ALIA B.

2017 saw Alia win the 'Designer of the Year' award at KL Fashion Week. And in 2021, at the inaugural KL Fashion Awards, the Alia Bastamam fashion house bagged the 'Decade of Excellence' and 'Brand of the Year' titles, leading a clear direction for Alia Bastamam and placing it amongst the country's leading fashion designers.

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