

## Farrah Fawcett's charity Barbie doll

**FARRAH FAWCETT** Barbie dolls are being sold to raise money for her charity. The *Charlie's Angels* star - who died in 2009 at the age of 62 following a three-year battle with cancer - has had her likeness reproduced as a small figurine by Mattel, with some proceeds going to The

Farrah Fawcett Foundation, which is run by her long-time friend Alana Stewart. Alana told Fox News: "We're all very excited about it, it's a great tribute to her and part of the proceeds go to the foundation to benefit cancer research and help people. Her aim was really to help in

cutting-edge research and to help people that are actually struggling with cancer now, so that's really the mission of the foundation. It's really wonderful for her memory and for her legacy and for her fans." The doll is dressed in a one-piece red

bathing suit, similar to the one made famous in the iconic poster of the actress that has sold over six million copies with the doll in an identical pose. The likeness - which went on sale in July - has already sold out on several websites. - Bang Media



# Sustainable comfort

> Nukleus offers briefs and T-shirts with a difference

BY **SOO WERN JUN**

**H**AVE YOU been looking for alternative clothing that could help save the environment and look good at the same time? It is no surprise that locating such items are difficult as the idea still seems rather foreign to many of us. We have heard so much about recycling waste such as used paper, aluminum cans, plastic bottles and many other items, but it was never easy to find an accessible option especially when it comes to man's clothing.

With Nukleus however, the modern man can now look good, feel great and go green all at one go. Each Nukleus product is made from the finest eco-materials and manufactured under environmentally friendly and socially responsible conditions. And when you purchase an item, a percentage of the sale goes to supporting the conservation work of the World Wide Fund for Nature (WWF) Malaysia.

"One of our key objectives is to destroy, once



and for all, the myth that sustainability is ugly and boring. Take the The Quintet range, Nukleus' latest collection, that comes complete with classic colours including whites, blues and blacks or if you prefer colours, there are reds, pinks and purples. The designs are also hip and aesthetically pleasing. Each product



Nukleus Quintet T-shirts and briefs.

represents a fusion of mystical Asian charm and sophisticated sensuousness," said Tan Cheng Woi, Chief Executive Officer of Nukleus Innerwear Sdn Bhd, owner of the Nukleus brand of men's underwear and basics.

Helping the customer feel great is another Nukleus key objective where all its core components - the parts that make up a piece of innerwear - are certified Oeko-Tex Standard 100. This standard is the world's highest for human ecological safety. This means products that have been certified are hypoallergenic and won't cause skin irritation.

Perfect for all-day wear, Nukleus innerwear is suitable for all skin types. "By enabling our customers to feel really great when they wear Nukleus products, we hope that they will also feel great knowing that they are living a healthy and green lifestyle while supporting a worthy cause like WWF as they help protect the environment. Through this, we also want to engage and work with our key stakeholders in fostering a sustainable future," added Tan.

Nukleus' unique value proposition seems to have found a receptive audience not only locally but also internationally. According to Tan, many foreign fans have asked him to set up shops in their respective countries.

"Slowly but surely. We have just concluded a deal with a Hongkong distributor and with every expansion, the partnership with WWF expands as well. The policy is to work with the WWF network wherever

possible. We're now finalising our agreement with WWF HongKong," Tan elaborates.

What is next for Nukleus?

"Well, we have news for the ladies. Nukleus will soon launch its very first women's collection," added Tan.

Nukleus is available at Parkson 1 Utama, Parkson KLCC, Parkson Pavilion, Parkson 1st Avenue (Penang), and Robinsons. It is also available at Just Life organic shops and online at [www.nukleusshop.com](http://www.nukleusshop.com). For updates, please follow Nukleus at [www.facebook.com/Nukleuswear](http://www.facebook.com/Nukleuswear).



Part of proceeds from the sale of all Nukleus products will be channelled to WWF Malaysia's conservation work.

## Luo is Miss Prestige

**LUO WEI QI**, 28, of Singapore was crowned Miss Prestige, a subsidiary title of Miss Chinese Cosmos Southeast Asia 2011 recently. The crowning ceremony was held within the deluxe show gallery of Platinum Victory

Property and marked the collaboration with White Fairy Sdn Bhd, the Malaysian franchisee of the Miss Chinese Cosmos Pageant, a Hongkong-based programme organised by Phoenix Satellite Television.



The winner ... Luo (far right) and the finalists of Miss Prestige.

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