

## **HATTA DOLMAT, OCEAN HERO CONSERVATION AND MISS UNIVERSE MALAYSIA VOLUNTEER FOR BEACH CLEAN-UP ACTIVITY PRE-KL FASHION WEEK 2022 AT LEXIS HIBISCUS, PORT DICKSON.**

*Lexis Hibiscus, 15th June 2022:* In the two months leading up to KL Fashion Week 2022, HATTA DOLMAT and OCEAN HERO CONSERVATION are proud to have successfully organised the OCEAN'US BEACH CLEAN-UP for the second year in a row at Lexis Hibiscus, Port Dickson.

This year's activity, which was held at Lexis Hibiscus, Port Dickson, aimed to spread awareness and educate Malaysians, especially fashion industry players, on the importance of recycling plastics into fabric, the devastating impact of plastic pollution especially on marine life and conserving a sustainable ecosystem and ecotourism. This noble effort was carried out in collaboration with partners such as Tourism Malaysia, Kementerian Alam Sekitar dan Air (KASA), Malaysian Green Technology and Climate Change Corporation, Miss Universe Malaysia Organization, Lexis Hibiscus Port Dickson, Us For Ocean, KLOTH Cares, QR FALAH, La Liga Youth Tournament, and Ocean Hero Advocates in line with the United Nations Sustainable Development Goals, SDG 14 Life Below Water and SDG 12 Responsible Consumption and Production.

The participating organisations also conducted a plastic waste audit and collected data on plastic types found on the beach including the finalists of Miss Universe Malaysia 2022. The event was meant to highlight corporations' responsibility and Hatta Dolmat's effort on reducing and recycling plastic waste and generating plastic waste into fabric.

Hatta Dolmat, Director of Hatta Dolmat Design said: "On land and in oceans, we find alarming amounts of plastic in the environment. Plastic pollution is one of the most pressing issues in Malaysia, affecting people and wildlife. It's heart-breaking to see animals dying, particularly endangered marine species choking to death because of plastic. Clearly, something must change and the most viable solution is to stop producing plastic at the source."

Shirene Moong, Founder of Ocean Hero Conservation said: "In our country, we normally see a ton of trash on our shores, mostly water bottles. Some are washed ashore, while others are left here by tourists which is problematic as it impacts the marine and beach. Through our initiatives, we aim to reduce plastic pollution by generating fabric out of the plastic waste collected".

Increasingly, people are becoming more aware of plastic pollution and want to be part of the solution. Hatta Dolmat, Ocean Hero Conservation and Miss Universe Malaysia together with

the Ocean Hero Advocates, members of the media and the local civil society have collaborated to collect plastic waste and convert them into fabric for the KL Fashion Week 2022. With interstate travel restrictions officially lifted and domestic travel set to resume, this activity also highlighted the potential of our country to move towards a Sustainable Tourism Hub in Asia.

“The beach clean-up activity is a movement which aims to reduce plastic waste and promote long-lasting solutions to the plastic pollution crisis. This is the second beach clean-up activity organised by Hatta Dolmat and Ocean Hero Conservation after last November’s activity in Avani, Sepang. We need to strengthen our joint efforts toward a sustainable, just and inclusive recovery. I firmly believe this will significantly impact the development of a sustainable tourism in Malaysia,” Said YBsr En Iskandar Mirza Mohd Yusof, Senior Director, Domestic & Event Division, Acting Deputy Director General Tourism Malaysia.

“There is a growing consciousness among consumers about their plastic consumption and many have pledged to live a plastic-free lifestyle. It is now time for fashion industry to act and do their part to come up with concrete measures to tackle the plastic crisis,” concluded Hatta. The plastic waste collected was compiled and audited to identify the most used plastic type and the top plastic polluters. The plastic bottles will be recycled and generated into fabric for Hatta Dolmat’s use during the KL Fashion Week 2022 in August 2022.

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#### **ABOUT OCEAN HERO CONSERVATION (OWNED BY BLOSSOMLY GLOBAL)**

Ocean Hero Conservation was established in 2017 to raise awareness on waste and plastic pollution and their effect on ocean and marine life, in addition to conserving the marine ecosystem and ecotourism. In line with United Nations Sustainable Development Goals (UNSDG), SDG 14 Life Below Water, Ocean Hero Conservation aims to advance 17 UNSDGs and act as a platform to collaborate with corporate and business partners that practice sustainability. This initiative is carried out and organised by Blossomly Global, an organisation established since 2008 to specialise in Event Management such as Golf Tournaments, Adventure Sports Events, Exclusive Networking Events, Live Stage Shows, Corporate Social Responsibility (CSR) Programs, Branding Marketing Services, Photography and Video Production.

#### **ABOUT KL YOUNG DESIGNERS ASSOCIATION (OWNED BY HATTA DOLMAT)**

The Kuala Lumpur Young Designers Association (KLYDA) is a not-for-profit trade association founded in 2020, whose membership consists of Malaysia's foremost womenswear, menswear, jewellery and accessory designers and fashion graduates under the leadership of the Chairman and President of KLYDA, Hatta Dolmat. The mission of the KLYDA is to strengthen the impact of Malaysian fashion in the global economy while upholding the sustainable development goals of the United Nations. KLYDA is also an independent not-for-profit organisation, which was created to raise funds for charity and industry activities. KLYDA is an inclusive association for every fashion student and people with recognised qualifications and/or experience in the fields of design research, design practice, design management and design education in Malaysia. In upholding the Constitution and the

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principles of our Rukun Negara, KLYDA looks beyond age, race and religion to lead organisations from the creative, arts and design fields towards sustainability in Malaysia. It is created for everyone who has been waiting for a digital native party that will use data analytics and a digital platform to make decisions, engage with people and campaign for the betterment of Malaysia.

### **ABOUT MISS UNIVERSE MALAYSIA ORGANIZATION**

The Miss Universe Malaysia Organization (MUMO) is the country’s premiere pageant and Reality TV event conducted annually. Conceived in 1962, and revamped in 2010, it is conceptualized to provide a platform for young, ambitious Malaysian women to represent their nation on the international stage, that is Miss Universe. Miss Universe Malaysia is the longest running pageant in Malaysia, which has crowned these women who have done Malaysia proud – Datin Josephine Fonseka (1970), Dato’ Yasmin Yusoff (1978), Datin Elaine Daly (2003), Andrea Fonseka (2004), Nadine Ann Thomas (2010), Deborah Henry (2011), Kimberley Leggett (2012), Carey Ng (2013), Sabrina Beneett (2014), Vanessa Tevi Kumares (2015), Kiran Jassal (2016), Jane Teoh (2018), Shweta Sekhon (2019) and current reigning queen, Francisca Luhong James (2020). The woman who wears the Miss Universe Malaysia crown is not just a “beauty queen” but a role model for young women and an ambassador for Malaysia on the international stage.

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