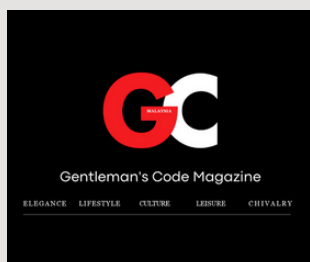




BONZAINAL™
made to measure designer menswear

Bon Zainal's journey in the world of fashion began at the School of Fashion & Merchandising in Los Angeles, United States, where he specialized in grooming and fashion styling, ultimately graduating in 1985. During his time in the US, he held a council position at the Fashion Institute of Design & Merchandising in Sherman Oaks, California, and was also a charter member of GQ Magazine's Reader report. A pivotal moment in his career unfolded during a year-long job training under the mentorship of Rick Pallack, renowned for dressing Hollywood celebrities. Bon Zainal further enriched his expertise at the Ralph Lauren Boutique in Beverly Hills and Gary's Tux in Studio City, California.

Upon returning to Malaysia in 1990, Bon Zainal continued to refine his skills in menswear custom tailoring and retailing at Spark Manshop. His entrepreneurial journey commenced with the establishment of Image Consultancy in 1996. In 2014, Bon Fashion Legacy Sdn Bhd (BFL) was founded, focusing on elevating the 'BON ZAINAL' brand and targeting the upper end market of men's fashion in Malaysia. The philosophy at BFL centers around customer satisfaction in every aspect of the business, from designing successful collections to organising the production process and delivering professional customer service. The company places a high value on quality, aiming to provide unique collections at fair prices.



**DISTINGUISHED FASHION
ICON OF MALAYSIA**

THE EPITOME OF MEN'S FASHION

The creative design department, led by Bon Zainal Harun himself, ensures that each collection is inspired and styled uniquely every season. The business emphasizes three enduring elements: the high quality of raw materials, meticulous design implementation through real body trials before production, and the belief that clothes are manufactured to meet real men's needs.



TFE
TOWER FASHION ELEGANZA

Bon Zainal's achievements include accolades such as the Muse Mercedes Benz Fashion Awards 2010 for Designer of The Most Stylish, Mercedes Benz Fashion Awards for Lifetime Achievement Awards 2019, MDMPA 2020 Fashion Icon Awards, founder of the Malaysia Bumiputra Designer Association (MBDA) and the most recent founder of Tower Fashion Eleganza, hosting the Highest Altitude Fashion Show in 2023.

