

About
that
night

Sparkle and glitter light up city night

Diamonds twinkle as glam set
show heart at charity do

By Sylvia Toh Paik Choo
tsp@sph.com.sg

HAVE you had your pinta milka? Milk can be glamorous. Nothing was more glamorous than the Mercedes Charity Ball last Saturday night at the Oriental hotel. Close to 400 who's who dipped — not an Oreo cookie — but their hands deep into their designer handbags to support the Milk Fund at the annual event.

"It was over-sold," said Mrs Olga Iserlis, who wished there had been room for more donation tables (cheapest at \$3,000).

This is the third year Mrs Iserlis, who runs her own company, TWISE, has organised the fund raiser.

Milk (Mainly I Love Kids) helps disadvantaged children in Singapore. Mercedes chooses a different charity each year, but always one in aid of children.

Dress code was Urban Glamour, how you would deck out for a night in a city.

Diamonds appeared essential, there were cascades of them — some as large as torchlights — providing the light in The City Of Lights theme.

Mrs Monica Alsagoff, managing director of Bang PR, decoded "urban glamour" as "chic own personal statement".

She wore a Calvin Klein halter top

with a long skirt in this season's colours — mint-green and white. Mrs Iserlis herself was in a black Alexander McQueen.

"What was interesting were the different elements," Mrs Alsagoff said.

"There was a Russian acrobat for the entertainment and, during the cocktails, there were men on stilts parading about."

Adding a new high to the affair.

SWEET CHALLENGE

Dinner was western, a four-course meal, and dessert was a particular challenge. A buffet of sweet everything in the lobby of the ballroom and a lesson on how not to inadvertently wear strawberry coulis (the word for "sauce" at society functions) on your coutured sleeve.

At the head table were honoured guests Dr Sheryn Mah, president of Milk Fund, and Mrs Joy Balakrishnan, honorary secretary of Milk Fund.

Dr Mah said she "deeply appreciated a major corporation like Daimler Chrysler raising funds for the underprivileged" and Mrs Balakrishnan thanked the sponsor for "underwriting the cost of the entire event".

Next year's Mercedes Charity Ball has been pre-sold!

"We hope to add more tables than the 37 this year," Mrs Iserlis said.

