



SMOKING HOT RUNWAY

March 12, 2025 | Press Release

In a world of increasing smoking restrictions, it is both refreshing and an honour to promote a certain lifestyle that includes cigar enjoyment.

On 27 of February in Phnom Penh, 5 stunning male models showcased the dapper collection of Asia Mode in a fashion show that truly associated cigars to the experience.

Before starting the show, the models posed in a makeshift Bertie Cigar Lounge in Botanico Craft Beer Garden, cutting and lighting their Arturo Fuente, Azan, CLE, Eiroa, Villa Zamorano or Confidenciaal, before taking the show over and wowing the crowd by casually walking the runway while puffing on their cigars.

A few days prior to the show, they were introduced to the world of cigar by Michael Khuu, Cigraal Cambodia's Country Manager... and enjoyed the experience so much that they extended it way beyond the catwalk.

The event was completed with Nikka Whisky and a showcase of Lamy pens, for what was doubtlessly one of the most dapper evenings in Phnom Penh!