

DIGITAL FASHION *dfw* WEEK

SINGAPORE
BRITISH EXCHANGE
1-4 NOVEMBER 2013

In Collaboration with:



British
High Commission
Singapore



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03

About

#DigitalFashionWeek Singapore

04

Introduction

British Exchange Theme

DFW Creative

05

Message

British Council

British High Commission

DesignSingapore Council

Google and Youtube

07

Highlights

Devyn Abdullah

Jessica Amornkuldilok

Barbara Wilson

Jamie Perlman

Rana Wehbe

Simone Heng

Yvette King

The Analog Girl

09

Legendary Supermodel

Naomi Campbell

11

Official Fringe Event

Dressing The Screen

Kathryn Ferguson

12

Ambassadors

Anthony Chen

Candy Tan

Darrelle Ng

Jasmine Tuan

Rebecca Michael

Sarah Meisch

Serena Kim Adslt

Tracie Pang

Wendy Sarah Jacobs

16

Catwalk Designers

AL&ALICIA

Frederic Sai

In Good Company

L'ILE AUX ASHBY

Mae Pang

Max Tan

PAULINE.NING

Thomas Wee

YOUYOU

ZENCHI

21

Showroom Designers

72 Smalldive

ARC

By Invite Only

Carrie K.

Cosset

ERA ORA

Feist Heist

FOREWORD

KAE HANA

Ling Wu

Lion Earl

Mandy Wu

MASH-UP

Mystic Vintage

Noel Caleb

SUNDAYS

The Cult of Nine

Triologie

Trioon

UNDERCURRENT

Yuki Mitsuyasu

Yumumu

29

British Designer

Holy Fulton

31

Collaborations

Topshop Christmas Collection 2013

SS14 Inspired By Nokia Presentation

Modern Asia Fashion Design Competition

DIGITAL FASHION WEEK SINGAPORE

#DigitalFashionWeek is the world's first shoppable live streaming fashion week. A joint partnership between DFW Creative, YouTube, Google+ and Twitter, DFW brings the latest fashion to consumers in real time.

Online viewers worldwide are able to watch live #DigitalFashionWeek action such as backstage, pre/post show interviews and runway shows, as well as to interact with #DigitalFashionWeek throughout all major social networking platforms instantly. Viewers are also able to make instant purchase off the live runway, with a delivery period of 4 to 8 weeks.

Aligned with the four major fashion weeks' calendar, #DigitalFashionWeek will present two seasons annually (Spring/Summer and Fall/Winter) in different cities, raising the profile of each city's home-grown designers via its digital platform.

#DigitalFashionWeek, Fashion Without Boundaries.

#DigitalFashionWeek Singapore debuted on 20th to 22nd October 2012, with supermodel Andrej Pejic, legendary fashion icon Patricia Field, America's Next Top Model cycle 18 winner Sophie Sumner and China's top fashion designer Guo Pei alongside 6 top Singapore fashion designer labels as part of the event.

#DigitalFashionWeek Bangkok and #DigitalFashionWeek Shanghai will be launching in 2014.

#DigitalFashionWeek Singapore 2013 will be held from 1st to 4th November 2013.

#DigitalFashionWeek Singapore 2013 - British Exchange, owned and organised by DFW Creative will showcase the best of Singapore's fashion from 1st - 4th November 2013. The fashion week will be held at the National Design Centre. 32 Singapore designers will participate in the event's new format THE CATWALK SPACE and THE SHOWROOM SPACE, celebrating the creative and commercial importance of the Singapore fashion industry.

There will be 13 catwalk shows, 23 showroom presentations, 8 on schedule events and 4 official after-parties.

"By insisting that no designer should be forced to pay a large sum to get the exposure they deserve, we provide Singapore designers with an all-encompassing online and offline space to bring their careers to the next level," said Charina Widjaja, Project Director of #DigitalFashionWeek Singapore. "We also provide our participating designers with know-how on marketing and merchandise their work, as well as PR resources to help tell their stories to a wider audience.



CHARINA WIDJAJA
Business Development Director
DFW Creative Private Limited

Welcome to DFW Creative, the leading full service creative agency for the world's best brands in fashion, beauty, travel and lifestyle.

Responsible for some of the most innovative digital and traditional marketing and public relations initiatives, the agency has set standards with its highly strategic and creative approach for established and new brands.

The DFW Creative team is also behind #DigitalFashionWeek Singapore - the country's largest and only independent fashion event that promotes the crème de la crème of Singapore's fashion.

Led by three directors who have more than 20 years of experience working with fashion, beauty, travel and lifestyle brands, we have portfolios of the world's most successful brands alongside niche brands across all consumer sectors.

Organised By

dfw CREATIVE

"Through our Arts work, we at the British Council are looking at new ways of connecting with each other and understanding each other through the arts. Working through partnerships and with new technology is very much part of how we go about things and so our work with #DigitalFashionWeek is an excellent example of what we want to do and how we want to go about it. The partnership with DFW and with the British High Commission enables us to support upcoming Singaporean designers under the theme of British Exchange and further contributes to the rich mix of cultural relations between our two countries."



ROLAND DAVIES
Country Director
British Council Singapore



"I am thrilled that we are able to support #DigitalFashionWeek Singapore 2013 - British Exchange in collaboration with the British Council, and that this year's event has a British theme. Fashion is one of the UK's most vibrant and creative industries, contributing more than £21 billion pounds a year to the UK economy. At the same time we're very pleased to support #DigitalFashionWeek in their efforts to encourage and nurture home grown designers, many of whom studied or took up internships in the UK before launching their own brands in Singapore. This event is, therefore, both a wonderful opportunity to celebrate the strength of the UK/Singapore fashion partnership and a fabulous stage for some of the most exciting designers in the world to show off their talent. I wish everyone taking part in #DigitalFashionWeek Singapore 2013 - British Exchange all the best for a very successful event."

ANTONY PHILLIPSON
British High Commissioner
To Singapore

“

"We are delighted to be partnering with #DigitalFashionWeek to present, in conjunction with the British High Commission, #DigitalFashionWeek Singapore 2013 – British Exchange. The collaboration is in the spirit of facilitating a cultural exchange between the UK and Singapore by bringing out UK fashion highlights to showcase alongside and interact with Singapore's home-grown designers. This British Exchange therefore fulfils our ambitions to work with local partners to bring people together and to create opportunities and develop talent, thereby building trust via the power of the arts and creative industries. With the network of digital and social media platforms that DFW offers we furthermore look forward to connecting with new audiences in this 2013 British Exchange."

SARAH MEISCH
Director of Arts
British Council Singapore



M E S S A G E

"#DigitalFashionWeek is an exciting example of how the fashion industry can go digital to create a new kind of fashion experience for audiences in Singapore and around the world. By tuning in to the event's YouTube live-streams and Google+ Hangouts On Air, fashion fans will be able to virtually discover and explore the latest in Singapore's fashion culture, whether it be on the runway or behind the scenes."

REBECCA MICHAEL
Head of Consumer Marketing
Southeast Asia, Google



"Welcome to #DigitalFashionWeek Singapore 2013 at the DesignSingapore Council's new home – the National Design Centre. The opening of the National Design Centre marks a new era in the design industry in Singapore. The Centre provides an integrated design hub to support the DesignSingapore Council's efforts in developing a globally competitive design cluster and in enabling businesses to use design for innovation and productivity. This is where Singapore designers and designs are celebrated and showcased and we are pleased to play host to the second edition of this home-grown fashion spectacular. We look forward to having yet another dazzling #DigitalFashionWeek this year to propel Singapore fashion design and designers to greater heights in the international fashion arena. I wish you four enjoyable days of fabulous fashion at the National Design Centre!"



JEFFREY HO
Executive Director
DesignSingapore Council



BARBARA WILSON

Fashion Sector Specialist
UK Trade & Investment

Barbara Wilson has been with UKTI for 11 years and during this time her focus has been to raise the profile of fashion within the organisation and create a strong fashion team in UKTI London.

Barbara speaks fluent Japanese and started her career promoting cultural exchange for the Japanese Government.

In October 2010 Barbara was made a Member of the British Empire in the Queen's birthday honours list for her services to export.

Jaime Perlman first landed in fashion as an assistant at American Harper's Bazaar, before moving on to work in the Art Department at American Vogue, starting as Designer, and eventually making my way up to Associate Art Director. After 5 years there in 2005, she was offered the Art Director's position at British Vogue and moved to London. She has since been promoted to Creative Director.

Perlman launched an online side-project called 'TEST' in September 2009, an online platform for fashion film and photography, testmag.co.uk.



JAIME PERLMAN

Creative Director
British Vogue



DEVYN ABDULLAH

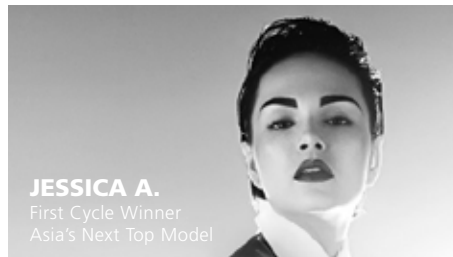
First Cycle Winner
The Face

Driven to be a successful model, Devyn worked for clients such as David Yurman, Alexander McQueen, Project Runway and famous photographer Marc Baptiste shot her for one of the legendary issues of TRACE Magazines' Black Girls Rule.

Currently Devyn holds the title of being the first official winner of "The Face" reality television modeling competition.

Jessica kicked off her modeling career in 2004 when she took part in Elite's Look Thailand of the Year contest that took place in Bangkok. She grabbed the runner up place in the competition, which led to a contract with Elite Model Management at the age of 18.

Jessica signed herself up for the first cycle of Asia's Next Top Model and was eventually crowned the winner of the reality competition.



JESSICA A.

First Cycle Winner
Asia's Next Top Model

RANA WEHBE

Host
Digital Fashion Week Singapore 2013

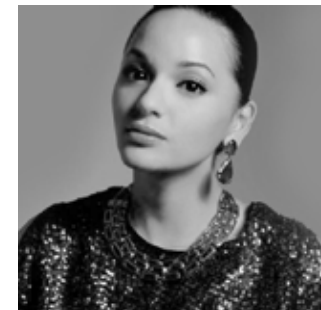
Originally from Beirut, Lebanon, Rana, a fashion writer, stylist and host had been travelling East and West for work and pleasure before settling down in this part of the world. Upon arrival, she set up her blog - one of the first serious blogs focusing solely on local and Asian designers which earned the respect of fashion insiders here and around the region.



YVETTE KING

Host
Digital Fashion Week Singapore 2013

Yvette King is a Korean-Australian TV presenter and blogger with over 7 years experience in media. During her time in Asia, Yvette has been lucky enough to interview some huge international names like Patricia Field, Francois Nars (founder of NARS Cosmetics), F1 driver Nico Rosberg, supermodel Andrej Pejic and Bollywood royalty Priyanka Chopra.



THE ANALOG GIRL

Music Director
Digital Fashion Week Singapore 2013

Named by TIME magazine as one of 5 Music Acts To Watch in 2008, The Analog Girl first sprung onto the international spotlight when American sportswear label Nike featured a track off her debut album The TV Is On for their European ad campaign Changing The Game in 2005. Since then, her modern sound of pop, electro and industrial has landed her a performance for top British fashion photographer Nick Knight's SHOWstudio in London; graced the fashion runways of Versus and Bershka; and has been showcased on NYLON TV for episodes featuring Kim Gordon and Ladytron.

SIMONE HENG

Host
Digital Fashion Week Singapore 2013

Simone Heng is a Singapore-born, Australian broadcaster based in Dubai where she is also one of the city's leading fashion influencers. She is the award-winning host of The Lowdown on Richard Branson's 104.4 Virgin Radio Dubai. You can currently catch Simone on TV on CNN Go airing globally on CNN International. Her popular DIY Fashion blog Cheapnchic.net shows fashionistas the world over how to create designer-inspired style with their own two hands. Find out more at www.simoneheng.com.

HIGHLIGHTS

S U P E R M O D E L N A O M I C A M P B E L L

One of the five original supermodels, Naomi Campbell was born in London and got her break when she was 15 years old. She has graced the covers of more than 500 magazines during her career, and has been featured in campaigns for Burberry, Prada, Versace, Chanel, Dolce & Gabbana, Marc Jacobs, Louis Vuitton, Yves Saint Laurent and Valentino amongst many others. Campbell was also the first black model to appear on the cover of Time magazine, French Vogue and Russian Vogue, as well as the first British black model to appear on the cover of British Vogue. The runway was her domain as she showcased the collections of top designers, including Chanel, Azzedine Alaïa, Christian Dior and Versace. Campbell has appeared in countless TV shows, music videos and films, including "The Cosby Show," "The Fresh Prince of Bel-Air," Madonna's "Erotica," Bob Marley's "Is This Love" and Michael Jackson's "In The Closet." Campbell also serves as an executive producer and supermodel coach on the hit reality modeling series "The Face". #DigitalFashionWeek Singapore 2013 marks Naomi Campbell's Southeast Asia runway debut.



BRITISH COUNCIL PRESENTS

D R E S S I N G T H E S C R E E N

"Our collaboration with DFW extends to Dressing the Screen which the British Council is presenting as the fringe event of DFW. The exhibition, which is Singapore's first exhibition of fashion film, highlights the UK's strengths in the arts and innovation and the exchange of new ideas that inspire awareness of creative potential. Working with UK curator Kathryn Ferguson on a discipline that straddles both fashion and film, we have been able to fulfil our interest in engaging with the latest in digital technology and thereby in deepening our impact and audience reach.

Dressing the Screen corresponds to Digital Fashion Week's aims to provide unprecedented access to fashion by showcasing a form of contemporary fashion expression that surpasses boundaries and is relevant to audience engagement in our digital generation. By positioning the exhibition as the fringe event of Digital Fashion Week Singapore 2013 British Exchange we extend the reach of the exhibition via the extensive digital platforms that allow for heightened cultural exchange." - Sarah Meisch, PhD, Director of Arts, British Council Singapore

"This is a very exciting exhibition and I'm very pleased that we are able to add this dimension as a fringe event to DFW 2013 to help reach audiences in innovative ways: whether people come to this because of their interest in fashion or their interest in film we're confident that what they take away will be the richness of the mix of the art forms and perhaps different ways of looking at both." - Roland Davies, Country Director, British Council Singapore

Belfast born Kathryn Ferguson is a filmmaker and curator working with both the British Council and the British Fashion Council specialising in the emerging genre of fashion film.

She has directed short films for fashion designers and musicians including Chloe, Selfridges, Sinead O'Connor and Lady Gaga. Her experimental film work has been selected for film festivals, screenings and group shows around the world including OneDotZero, the 59th Berlinale, the V&A and Birds Eye View Film Festival at the BFI. As well as her own filmmaking practice Kathryn also works as a Curator and Lecturer at London College of Fashion & Central Saint Martins College of Art & Design. Her work with the British Fashion Council has also seen her join a curatorial panel creating a new seasonal film festival called Fash/on Film, which takes place at Somerset House during London Fashion Week.

Working with the British Council, Kathryn has travelled around the world visiting countries including Bosnia, Nigeria, Slovenia, Portugal, the Philippines, China and Indonesia giving talks, screenings and hosting filmmaking workshops. Building on this work, in October 2012 she curated an extensive fashion film exhibition commissioned by the British Council titled Dressing the Screen: The Rise of Fashion Film staged in Beijing as part of the UK Now Festival. The exhibition explores the origins, history and pioneering role UK filmmakers and designers have played in the development of fashion film.

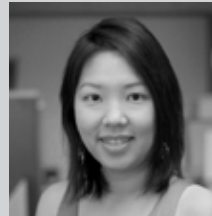
KATHRYN FERGUSON
Fashion Filmmaker & Curator



In 2009, Anthony Chen was accorded the Young Artist Award by the National Arts Council of Singapore. In 2010, he completed his Masters in Film Directing at the National Film and Television School, UK with a scholarship from the Media Development Authority of Singapore. Anthony now works between London and Singapore. ILO ILO marks his feature film debut after 8 short films.



ANTHONY CHEN
Director of ILO ILO



Candy Tan holds a regional role in the banking industry. Since her job requires her to travel frequently, she tends to dress in simple tapered dresses and accessorised with bold rings for the professional yet chic look. On the weekend, she prefers casual attire and has no qualms going out without make-up. Taking a break from the work day image. Candy is proud to be a Singaporean and loves everything local.

CANDY TAN
Maybank

In 2005, Jasmine Tuan together with 2 of her friends, cult fashion label, FrüFrü & Tigerlily was initiated. In 2006, Achtung! Achtung! was formed to showcase her love for music expressed through colorful moving visuals. In 2008, the blackmarket movement began, aiming to support local and regional talents and give them the spotlight they deserve. The Singapore Women's Weekly magazine nominated Jasmine Tuan as one of "The Great Women of Our Time" in 2012 for her contribution to the fashion industry.

JASMINE TUAN
Founder, Managing Director
Blackmarket



Doing marketing and communications for a product like the X-mini Capsule Speaker, Darelle Ng has the opportunity to meet with people from the music, entertainment and lifestyle circles who tend to be much more fashion-conscious. She enjoys dressing up and putting outfits together for different occasions. Darelle thinks fashion is a lot like music, you have different moods on different days, and you should just go with the flow!

DARELLE NG
Senior Manager
Marketing & Communications
X-MINI

This year, #DigitalFashionWeek Singapore has appointed nine celebrated opinion leaders to be the ambassador for Singapore Fashion. These nine ambassadors will be dressed in the latest pieces from #DigitalFashionWeek Singapore 2013 participating designers for important occasions for the next one year, to show support and showcase the designers' work.



REBECCA MICHAEL
Head of Consumer Marketing
Southeast Asia, Google

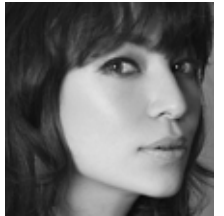
Sarah Meisch is the Director of Arts at the British Council Singapore. She has a PhD in Literature (South Africa) and a Masters in Comparative Literature and Modern Art (France - with distinction). Her research interests include multilingualism, identity and belonging in the context of cross-cultural studies. Working in the arts Sarah is continually inspired by creativity and new design trends. She loves elegant looks with an attention to detail and appreciation for the beauty of fashion. She enjoys discovering emerging local fashion designers when she travels.

SARAH MEISCH
Director of Arts
British Council Singapore



Rebecca works in Marketing for Google, where she helps people in Southeast Asia get more out of the web by using products like Google+, YouTube, Search and Google Maps. Originally from the UK, she is currently based in Singapore and has previously worked in Tokyo and London. Her love of fashion was passed down from her grandmother, who owns piles of Vogue magazines dating back to the 1940s, and a wardrobe that vintage stores would love to get their hands on!

Emerging as winner of the most prestigious title in Singapore's fashion scene – the 2002 Singapore Fashion Awards Model of the Year, Serena Kim Adsit continues to shine as one of the most sought after faces the industry has to offer today. This year makes it 20 years of being in the industry and continually reinventing herself. Apart from modeling, Serena Kim Adsit now grooms and represents young talents in Singapore, helping to carve a successful path for them in the modeling industry.



SERENA ADSIT
Director
Mint Models

Wendy Sarah Jacobs, wife of former footballer Fandi Ahmad, first started her modelling career at the age of 13 in Cape Town, South Africa. Having been in the fashion industry for more than 20 years, she has been featured by several major magazines such as, Her world, Women's weekly, Cleo, female, FHM and Parenthood.



WENDY JACOBS
Former Model

In 2009 Tracie Pang founded Pangdemonium! Productions with her husband Adrian Pang, and went on to direct The Full Monty, Closer, Dealers Choice, Spring Awakening, Swimming with Sharks, Rabbit Hole and is looking forward to directing Next to Normal in August 2013.



TRACIE PANG
Artistic Director
Pangdemonium

AMBA S S A D O R S

D I G I T A L
FASHION WEEK
P R E S E N T S
10 CATWALK
D E S I G N E R S



AL&ALICIA

www.alandalicia.com

Singapore-based designer, Alicia Ong's fashion career began in 2005 with a coveted internship at Marc by Marc Jacobs. Graduated from Parsons School of Design, Ong worked at fashion powerhouses Richard Chai, J.Crew and DKNY before returning home and landing a design position with local favorite Wykidd Song.

Ong launched AL&ALICIA in 2009. Right away her pieces were a hit, with each piece reflecting her creative spirit, independent nature and inspirations from her experiences and beyond. Ong designs for the modern dresser, striking a perfect balance of edge and wearability, with subtle details and attention to construction – making a final product that's simple, chic and well-tailored.

AL&ALICIA is available in select boutiques in Singapore, United States and Berlin, as well as several online stores.



FREDERIC SAI

www.fredericsai.com

Founded in 2009, the label aims to bring to life the dream of making thoughtful, wearable and quality apparels accessible. At the core of Frederic Sai's aesthetic lies the application of the designer's abstract expression work into wearable clothes, complimented by the use of quality fabrics carefully chosen to show case the texture, colour and movement of the clothing. Every collection is embedded with stories of life the designer sees and presents it through the use of geometric shapes, colours and detailing.

Having no formal training background in fashion, Frederic challenges the importance of techniques vs concepts and thus cultivating a different approach in making his collections. While using fashion as a communication medium, Frederic's collections enunciate his abstract works inspired by questioning the architecture of the social norms and the progressive development of the modern society.



IN GOOD COMPANY

www.ingoodcompany.asia

IN GOOD COMPANY co-founded by local creative duo Sven Tan and Kane Tan, features the best of modern, indispensable wardrobe essentials that did not compromise on quality at affordable prices. Since its debut in December 2012, the label has been featured in numerous fashion magazines and fast becoming a favourite amongst the fashion pack, as well as gaining a loyal following for its clean/feminine aesthetics and its Mini Me versions of the most coveted styles for young fashionistas aged three to eight.

In Good Company's 3rd capsule presented on the DFW's runway will be presented at TANGS from 1st Nov.



L'ILE AUX ASHBY

www.raysontan.com

Established in 2010, L'ILE AUX ASHBY (pronounce as "L" "OR" "ASH" "B") is French for 'Land of Ashby'. It is a fashion and lifestyle label for the discerning urbanite with bold designs that encompass three distinctive attributes; quality, detail and exclusivity. Made delicately with a full emphasis on details, the products of L'ILE AUX ASHBY are a celebration of fashion that is expressed in the brand's signature style, which is print-focused, design-inspired and art-driven.

L'ILE AUX ASHBY has been featured in the local and international media including VOGUE, VOGUE Italia, Glamour UK, Surface Asia, W Korea, Highsnobette.com, CNNgo, Harper's Bazaar Brasil, INDIE, BLONDE, Refinery29.com, Nylon Thailand and many more.



MAE PANG

www.mae-pang.com

Recently highlighted by the top international style guide, Refinery29, as one of five Singapore labels on their ones-to-watch radar. Re-imagining design, and fashion, MAE PANG is a cutting-edge womenswear label with a vision that speaks to street-smart modernists and concept vultures, creating sharp threads with shape, line and colour with fabrics like its signature mesh.

Featured in publications such as W Korea, Italian Vogue, Surface Asia, Harper's BAZAAR Singapore and raved about by top fashion blogger Susie Lau of Style Bubble, the label has showcased at various international fashion festivals such as the Singapore Audi Fashion Festival and Seoul Fashion Week since its inception in 2009, and is currently the official uniform wardrobe designer for W Hotels Singapore, Sentosa Cove.



MAX TAN

www.max-tan.com

Androgynous meets soft geometric forms: Experimenting with quirky cuts and expanding on extremely simple ideas, Max conjures up silhouettes that conceal the wearer's form and explore new shapes. Maximizing minimalistic ideas, proportions are sometimes distorted. While retaining a penchant for austere moods and somber inspirations, his cuts are amazingly innovative and playful.

Although much of his attention to detail is given to tailoring, his real talent is revealed through the unexpected silhouettes generated through the twists in his designs and his constant challenge to the rules of drafting and tailoring. Unexpected twists in details interrupt the otherwise monotonous collections.



PAULINE.NING

www.paulinening.com.sg

PAULINE.NING is a new emerging independent designer label that produces urban ready-to-wear feminine designer clothing with a touch of edginess, bringing together contemporary fashion and traditional hand-crafted work. Creating with the trend setter in mind, they thrive by delivering quality products and innovative fashion trends to meet the needs of the individual mind.

Naturally drawn to organic shapes and elements, gathering together contradictions, the works result in having a mix of opposites – raw and refined, structured and soft. With the ensemble of different fabrics (material, texture and colour) in one garment, minimal touches of hand-crafted detailing in the garments give a unique combination. With these intricate detailing, the garments are elaborate and statement pieces in themselves.



THOMAS WEE

President's Design Award Singapore 2012 Jury panel, Thomas Wee has been in the fashion industry for 35 years, since being a finalist in the first young Fashion Designer Contest organized by the Her World magazine in 1978.

His style is instantly recognizable through his impeccable workmanship and innovative pattern cutting technique. Thomas is recognized as a fashion designer of rare talent and also respected as the 'King of Jacket' for his bespoke tailored suits. He dresses some of the most prominent fashion stylish women in Singapore and the regional.

In 1991, the Straits Times selected Thomas Wee as the Young Entrepreneur of the year. In 2011, he was voted by the CNN Power List as one of the 30 people who have shaped Singapore.



YOUYOU

www.iloveyouyou.com

The chinese character 双 means double, and refers to Jac and Zhiying. Also, 双 is made up of the 2 individual characters, 又 (read as 'you'), which refers to the building block that formed the basis of this label – 'You'.

双, YOUYOU, is a women's ready-to-wear line, designed with "You" in mind. YOUYOU hopes to bring forward a fresh perspective to the day-to-day wardrobe of contemporary women, with a foremost focus on design, quality, and aesthetics, offering classic pieces styled with a modern twist.



ZENCHI

www.zenichollection.com

Understated luxury dresses that play on the juxtaposition of drapery and edginess, which will exude the silhouette and confidence of the wearer. Every piece is a new outcome; no two dresses are exactly the same.

Zen Chi made his first dress at the young age of 16. He became a professional hair and makeup artist working on numerous editorials and commercials before venturing into fashion styling. Filled with inspiration and revisiting his childhood passion, all it took was one dress in 2009 and the label ZENCHI was born.



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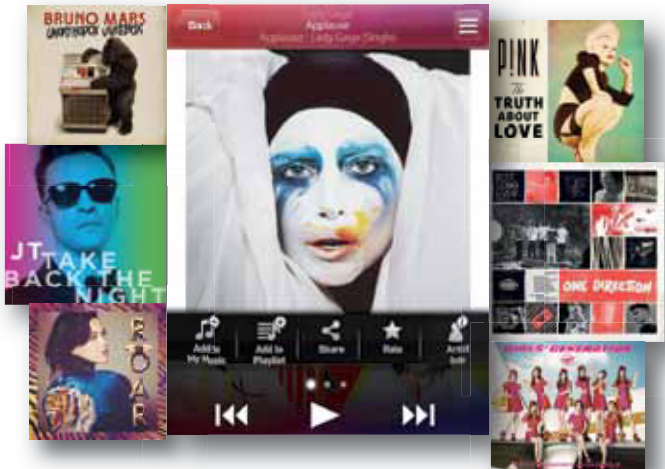
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SPRING SUMMER 2014
AT #DIGITALFASHIONWEEK



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D I G I T A L
FASHION WEEK
P R E S E N T S
22 SHOWROOM
D E S I G N E R S



72 SMALLDIVE
www.72smalldive.com

A premium label offering handmade leather fashion accessories, 72 Smalldive's philosophy is based on slowing down retail and constructing a meaningful relationship between consumers and material goods. Concepts of life's pleasures and comforts are rigorously challenged, sought for, and redefined so that an indefinitely lasting style may be conceived.

Since the birth of the label, 72 Smalldive was nominated for Singapore President's Designer Award in 2013. It was also awarded and featured on Design&Design, an industry design catalogue, for its innovative accessory design in 2008.



ARC
www.arcival.com

Inspired by the simple idea of an arc – a part of a circumference; the perfect blend of both curve and line – ARC was established in August 2012. The fashion label is the designer's vision for a grown-up edginess that expresses the juxtapositions seen in modern women – the dramatic yet minimalist aesthetic encapsulates the contemporary woman's ambition and simultaneous desire for femininity.

Every ARC piece is carefully constructed to flatter and highlight the female silhouette, upholding high fashion in statement pieces that are easily wearable as well.



BY INVITE ONLY
www.byinviteonly.info

By Invite Only™ is a Singapore-based Jewellery label founded in 2009. The brand believes that jewellery completes an outfit and works hard to create pieces that add pizzazz with the promise of wearability.

In 4 short years, it has expanded to stock in 10 shop spaces in Singapore, Hong Kong, Jakarta, Kuala Lumpur, Osaka and London. They have also got attention from noted online stores Pixiemarket, New York City and Nastygal.com, Los Angeles.

Instead of having collections, the label focuses on producing style-lines that are constantly replenished with new designs throughout the year.



CARRIE K.

www.carriekrocks.com

Carrie K. Artisan Jewellery marries artisan-crafted jewellery with playfully provocative design to challenge traditional notions of what makes something precious and desirable. We see beauty in imperfection, marvel at the mundane in everyday life and celebrate what is real rather than what seems flawless.

Based in Singapore, Carrie K. Artisan Jewellery was established in 2009 and won the ELLE Awards “Jewellery Designer of the Year” in 2010.



COSSET

www.cossetme.com

Cosset Inc was founded in 2009 with environmentally conscious roots – aiming to abide by the tenets of sustainability, recyclability, and reusability. An eco chic luxury basics brand, Cosset garments are made with sustainable bamboo fabric that is incredibly comfortable, breathable and cooling, giving it an exceptionally luxurious feel.

Focusing on women’s essentials and everydaywear that have great fit as well as feel, Cosset produces underwear, tank tops, t-shirts, slipdresses, leggings and more. What’s more, Cosset underwear comes in beautifully illustrated reusable boxsets that can be kept in the drawer to keep underwear organised, or reusable organic cotton drawstring bags.



ERA ORA

www.eraorashop.com

ERA ORA is the creative brainchild of artist and designer Euny L., whose inspirations stem from her extensive travels and passion for art and photography, which has culminated in these collections of wearable art. Each design is unique, personal, a feeling, a memory.

Due to the intricate process involved in creating these high-fashion accessories, each of ERA ORA’s collections is only available in limited quantities – perfect for the individual who wants to stand out from the crowd.

ERA ORA’s very first collection of beautiful silk scarves and pocket squares was launched in November 2012.



FEIST HEIST

www.feistheist.com

Feist by Feist Heist is the brand’s ready-to-wear womenswear line of simplistic and classic designs for the modern day stylish female and lifestyle. The label’s main philosophy is to provide a mix of clean, simplistically designed wardrobe staples with a strong emphasis on versatility and wearability, and most importantly, made viable to customers at an affordable price point.

Feist Heist was founded in 2011 by Guan Min, who also designs for the brand.



FOREWORD

www.forewordlabels.com

FOREWORD is made in Singapore, a young designer label that carries ready to wear contemporary women’s accessories.

FOREWORD’s line of hand made accessories is constructed from ropes and hardware. Mixing stylish trends with traditional hardware materials like hex nuts and washers, the collection’s necklaces are tied and knotted around each other to form a braided pattern. The simplicity and uniqueness in the construction of these necklaces fashions them as an interesting accessory for casual or formal occasions.



KAE HANA

www.kae-hana.com

KAE HANA is a read-to-wear womenswear label with a focus on exclusive prints produced by the designer herself as well as by other local fine artists.

KAE HANA has always been intrigued by prints and how they communicate with people. As a designer, she derives inspiration from organic things in her surroundings, and objects that are both in and out of place. The pieces in her collection subtly pair art and style making them suitable for daily wear.



LING WU

www.lingwu.sg

Each Ling Wu is always effortlessly apt in carrying her life from day to night, function to fun and schedule to the unexpected. Most importantly, a Ling Wu is always beautiful. And with that, there is an unmistakable aura to a Ling Wu that needs no overt labeling or 'monogram-my'.

In line with the designers' usual fanatical attention to sensory-driven details, the latest range of sensual shoulder serpents are crazily puppy soft to the stroke and sweetly sexed up to the eye. The luxury lies in the finer points with exquisite stitching, buttery soft skins and quirky design accents—deliciously understated.



LION EARL

www.lionearl.com

Founded on a creative background in both fashion and architecture, Lion Earl seeks to challenge the creative boundaries of both fashion and the arts by advocating a more cross-disciplinary creative approach in its work, drawing inspiration from various art and design disciplines, including painting, film, music and architecture. These influences are subtly reflected in its genre-defying womenswear line, creating signature, avant-garde pieces that have since been donned by celebrities and spotted on runway shows.



MANDY WU

www.mandywu.com

MANDY WU is a manifestation of a silent protest, encompassing sculptural designs with dark undertones. Established in 2011, the label is constantly evolving as it explores the concept of feminine strength while juxtaposing toughness & vulnerability, sensuality & rationality.

Self-taught, with no formal training in design or fashion, Mandy designs without any preconceptions or bias. Forged with a variety of materials from brass and silver to faux leather and fabrics, Mandy's striking creations carry with them an aura of fortitude and style.



MASH-UP

www.mashupcollective.com

MASH-UP is an independent, offbeat street-wear label inspired by everything from ethnic heritage and pop culture to cinematography. The brainchild of LASALLE College of the Arts fashion graduates Daniela Monasterios Tan, Nathanael Ng and Shaf Amis'aabudin, MASH-UP is a manifestation of their common love for music, partying and fashion.



MYSTIC VINTAGE

www.mysticvintage.com

Mystic Vintage is the story of three friends – Alvin, Jason and San, who share a common love for vintage glasses. With that passion, they decided to put together their prized collection under a label and Mystic Vintage was born.

Mystic Vintage is an eyewear brand which carries the finest lineage of iconic and vintage frames. In 2010, they launched 'Lullaby', a modern frame which reflected the iconic designs of the 70s. Mystic Vintage continues to design eyewear which is inspired by different stories and themes, providing glimpses into the past of a life less ordinary.



NOEL CALEB

www.noelcaleb.com

Noël Caleb embodies the thanksgiving spirit of Christmas and the brand provides a platform for fashion designers and talents devoted to their passion.

The label started in 2011 and has since amassed a strong following of about 6,000 customers and fans. Since their inception, Noël Caleb has fostered partnerships with major departmental stores such as Tangs, Isetan and Takashimaya through collaboration collections and pop-up stores, as well as garnered the interest of local and online publications such as Her World magazine and Vouge.com.



SUNDAYS

www.sundays.sg

Driven by the love for the best of seasons, summer; determined to create and capture the essence of crisp yellow warmth; SUNDAYS (est. 2009), is a menswear clothing company based in Singapore.

Named Best Young Fashion Designer by JUICE Magazine 2010, Larry also adjuncts at Republic Polytechnic. Known for his explorative cuts in knitwear, he went on to collaborate with major partners, including Dr. Marten's #First&Forever showcase; commissioned to design festival costume for Asia's biggest dance music festival ZoukOut 2011 and more recently, handpicked to present SS13 at Singapore Showcase, a joint effort by DesignSingapore Council and Textile and Fashion Federation (Singapore).



THE CULT OF NINE

www.thecultofnine.com

The Cult of Nine is an independent street label based in Singapore by Shawn Tan and Rachel Tan, LASALLE College of the Arts fashion graduates.

Grounded in underground subcultural movements, The Cult of Nine is an expression of the designers' influences, ideologies and DIY punk beliefs, reflecting in their hand made and reconstructed designs; retaliating against the ideals of mass production and commercial conformity.



TRIOLOGIE

www.triologie.com

Triologie is conceived by a trio of friends who decided to put pen to paper and draw up their vision of a fashion label dedicated to the happy, free-spirited and world-savvy woman. Inspired by the joys of wanderlust, Triologie is conceived for the modern female who loves to discover and enrich her life with fresh experiences.

Dreamer, traveller and trendsetter all at once, the Triologie woman possesses a timeless fervour for life, transcending boundaries with delightful ease. A trait embodied in the trinity of free-placing circles defining our identity. Embracing spontaneity, wearability and versatility.



TRIOON

www.trioon.com

Launched in 2008, Trioon is a contemporary and sophisticated label with a playful sensibility, which epitomizes the personality and style of its designer, Weiling Liu.

The brand was born from a memorable tune by German sound artist Alva Noto and Japanese musician Ryuichi Sakamoto. It is a fusion of beautiful piano melody and static electronic beats. In line with the spirit of this tune, Weiling wanted to create a label comprising effortless, feminine and understated pieces that transcend seasons and trends. Classics are crafted into modern staples with East-meets-West, Structure-meet-Drapery point of view. Like the tune, the pieces leave a lingering impression in subtle ways.



UNDERCURRENT

UNDERCURRENT focuses on selection of materials and attention to details. The exceptional branding of UNDERCURRENT, gives a unique modern touch that is sure to attract young urbanites around the world.

In the design of UNDERCURRENT garments, themes in daily life are extracted, the composition's relationship with simple strokes expressed, rebuilt instead of directly represented. Relevant concepts and sentimental elements are then fused and ordered into the entire design relationship.



YUKI MITSUYASU

www.yukimitsuyasu.com

Yuki Mitsuyasu designs and constructs pieces intended to tell a story. Carefully crafted into each piece is a narrative, waiting to be recounted, explored, and shared. And since there is more than one side to a story, Mitsuyasu also stresses the importance of jewellery looking beautiful from every angle.

Awards include Goldsmith's Craftsmanship and Design Award 2007, International Jewellery London Best New Product Award 2008 and Editor's Choice Award 2010.



YUMUMU

www.yumumu.com

Yumumu is a Singapore-based womenswear brand that projects an unwavering image of modernity in an understated, yet distinct style.

The brand is best known for its geometric emphasis and collaged fabrication. Fusing influences from global cultures and contemporary art, Yumumu takes pride in its artisanal approach to the creation of every garment, establishing a fine balance between precision and imagination.

WATCH THE SHOWROOM DESIGNERS AT

LEVEL

2



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1. TEA Also English for water. 2. STONEHENGE Was it druids, greeks or aliens? Its history shrouded in mystery makes it so appealing. 3. ROYAL GUARD We dare you to make a royal guard laugh. 4. PHONE BOOTH Once used for phone calls. Now used for photoshoots. 5. RIVER THAMES All that London rain has to go somewhere! 6. DOUBLE-DECKER BUS Hop on, hop off! You have not seen London till you have been on top. 7. NATURAL HISTORY MUSEUM Like an antique shop. Only nothing is for sale. 8. ABBEY ROAD Home of UK's most frequently stolen street sign. 9. PUB Museums of the neighbourhood. 10. FISH & CHIPS Today's catch in yesterday's paper. 11. PIE The best thing to put in an English pie is your teeth. 12. OXFORD STREET You have been there in Monopoly. Now see the real thing. 13. BIG BEN The bell in the grandfather of grandfather clocks. 14. BUCKINGHAM PALACE One prince still up for grabs. 15. WEMBLEY STADIUM A cathedral of football and music. 16. THE TUBE Mind the Gap! 17. 30 ST MARY AXE Or the gherkin, as Londoners like to call it.

**D I G I T A L
FASHION WEEK
P R E S E N T S
B R I T I S H
D E S I G N E R**

**H O L L Y
F U L T O N**

The Holly Fulton label epitomises modern relaxed luxury. Attention to detail, complex graphic embellishment and witty twists are what makes Holly's work instantly recognisable. Hand rendered, digitally manipulated print coupled with unusual fabrications create strong unified looks, from top to toe.

Since her debut collection in February 2009 Holly has developed her own unique visual language, drawing upon a dizzying array of sources, from art deco lines and Bauhaus shapes, to pop art painting and psychedelic illustration.

Rich multilayered surfaces reflect a genuine love of both art history and popular culture. The research of a collection is of paramount importance to Holly, who's references have ranged from Joan Collins to Lady Chatterley, Margate to Mexico. Jewellery completes what Holly calls her 'total look', often cleverly worked into the clothing itself.

Holly designs for a confident woman, not afraid of adventure, or indeed attention. The label has built a strong global following which continues to grow.





TOPSHOP will make its first ever debut Christmas collection on the runway of #DigitalFashionWeek Singapore 2013 - British Exhchange. The Christmas collection, styled by stylist Siobhan Lyons, layers pieces together to create a collection of newness that highlights affordable luxury while premium looks are inspired by Japanese origami and kimono dressing.

TOPSHOP
CHRISTMAS
COLLECTION
2013



Knightsbridge
ION Orchard

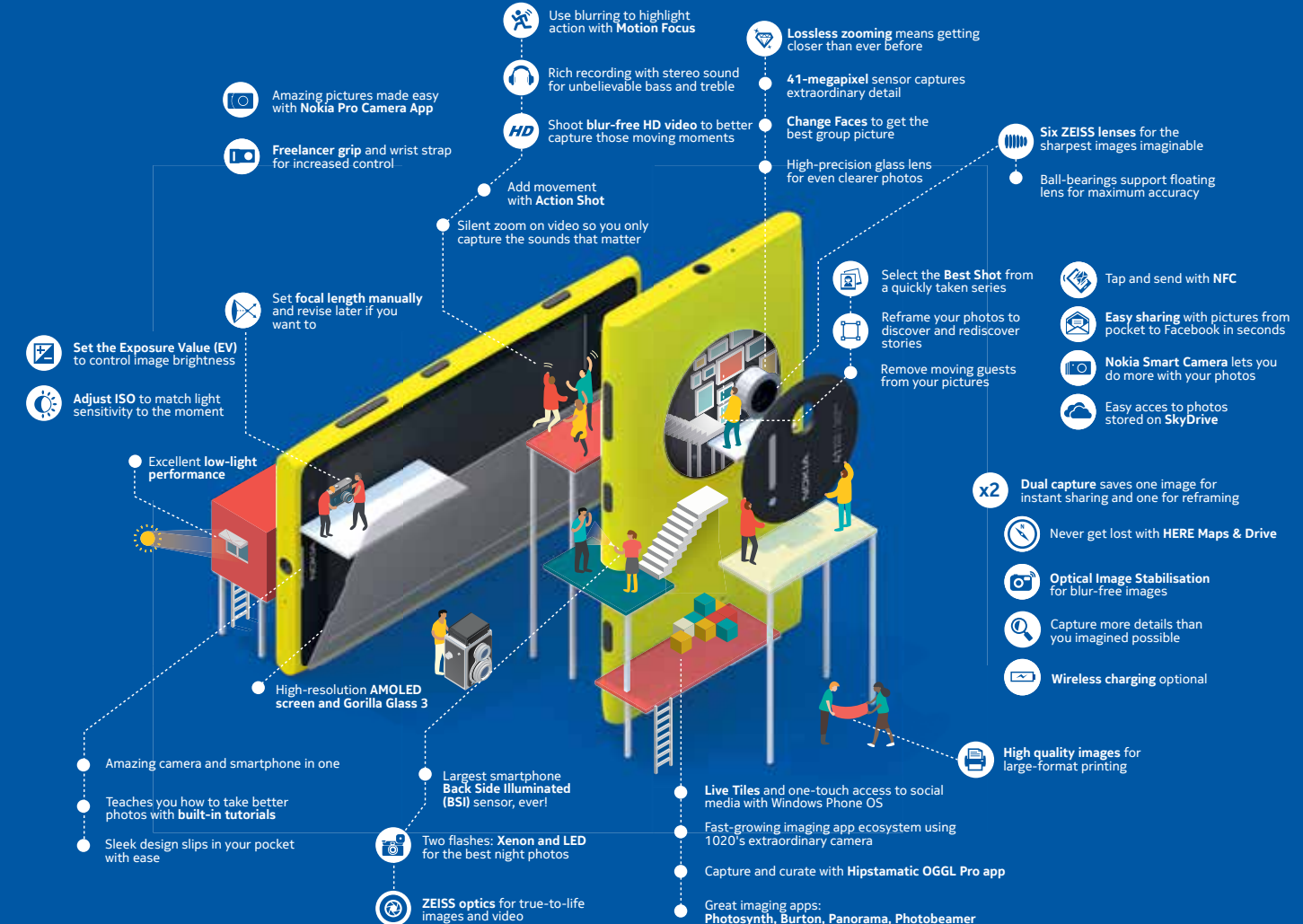
S S 1 4
INSPIRED
BY NOKIA
PRESENTATION

Nokia collaborates with YOUYOU, PAULINE.NING, Sundays and max.tan to showcase their innovative designs inspired by Nokia for Spring / Summer 2014 on the runway at #DigitalFashionWeek Singapore 2013. Nokia is renowned today for its bold, design-led approach in creating beautiful mobile devices and accessories. This season develops on the pure colour palettes and incorporates new materials and finishing without taking away from the understated simplicity of its design that is similarly reflected in the fashion-forward, bold, directional designs of our four top Singapore fashion talents.

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41 REASONS WHY NOTHING ELSE COMES CLOSE

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MODERN ASIA FASHION DESIGN COMPETITION



ELSA YUNISIA
Nanyang Academy of Fine Arts

Maybank teamed up with renowned fashion institutes in Singapore to provide a platform for undergraduates to showcase their work at #DigitalFashionWeek 2013. The students interpret the theme at hand, Modern Asia, through their very own distinct, artistic and creative visions. Only three shortlisted student finalists will be given an opportunity to showcase their designs to an international audience. The partnership with Maybank sets the stage for these fresh talents to exhibit their innovative and conceptual capabilities.



MANDA TALITHA SELENA
Nanyang Academy of Fine Arts

ALEXIS FONG
LASALLE College of the Arts





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