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FOR IMMEDIATE RELEASE

Digital Fashion Week Singapore 2014 unveils its full event line-up

Singapore, October 9, 2014 – Digital Fashion Week Singapore (DFWSG), an annual showcase of talented local designers in Asia’s most high-profile fashion events, and this year’s lineup looks set to be the most exciting yet.

Taking place from October 31 to November 2, 2014, the theme of this year’s DFW is “European Exchange”, and will feature some exciting highlights from the continent. Following its successful collaboration with the British Council last year, DFW is pleased with the opportunity to work together with them again this year.

“Drawing on the core collaboration with the British Council and the British High Commission last year to present a ‘British Exchange’, we are pleased to widen the cultural dialogue with a ‘European Exchange’. This is in line with the British Council’s aim to create international opportunities for the people of the UK and other countries, and through the power of the arts, build trust between them worldwide,” says Sarah Meisch Lionetto, Art Director of British Council Singapore. “We look forward to bringing out UK fashion highlights to showcase alongside and interact with Singapore’s homegrown designers, to be engage with DFW’s network of digital and social media platforms to connect with new audiences.”

International Designer Showcase

DFW Singapore is proud to welcome British designer Fyodor Golan, comprised of Latvian duo Fyodor Podorgny and Golan Frydman and Italian designer Cristiano Burani. These international designers will be showcasing their latest collections, fresh off the London and Milan Fashion Weeks, as well as creating exclusive pieces just for DFW Singapore.

Fyodor Golan are known for their “Dr Jekyll and Mr Hyde” ethos, and their work is an exploration in contrasts, with the aim of showcasing the dichotomy of women’s strong and sensitive sides.

Cristiano Burani’s signature relaxed silhouettes and ultra-wearable styles – which has been seen on the likes of Kendall Jenner – will close the show. Burani

has collaborated with Versace and La Perla, and has been a consultant for Blumarine since 2006. He started his own label 2010, and his collections were featured prominently during the Milan, Paris, Moscow, Beijing, and Tokyo fashion weeks.

Local Designers Take the Spotlight

The local design scene is proving to be a force to be reckoned with, and attendees of DFW Singapore will be the first to view the latest collections of established and up-and-coming designers.

At THE CATWALK SPACE, **Max Tan** opens the show, with the world's oldest supermodel Carmen Dell'Orefice donning his creations. Besides Max Tan, the work of the following designers and labels can also be previewed at THE CATWALK SPACE: **In Good Company, You You, Pauline Ning, Thomas Wee, Depression, CYC, and Mash Up.**

Attendees of DFW should also not miss out on the chance to visit THE SHOWROOM SPACE, where they'll get to check out the designs of **Era Ora, Feist Heist, Kae Hana, Noel Caleb, Sundays, Yesah, and Yuki Mitsuyasu.**

Other VIPs in Attendance

The who's who of the fashion world will also be in town to grace DFWSG. These include Hilary Alexander, much-respected British journalist and the fashion director of The Daily Telegraph, as well as British celebrity fashion stylist Rebekah Roy.

Representatives of the Camera Nazionale della Modal Italiana, or the Italian Fashion Council, will also be in attendance. Dr Silvia Mazzucotelli and Dr Laura Bovine of Moda Cult will also share their knowledge and expertise on November 3, 2014, at the National Design Centre.

Sheena Liam and Jourdan Miller, winners of the latest seasons of Asia's Next Top Model and America's Next Top Model respectively, will be seen on the runways of DFWSG.

Fashion Joins the Fight Against AIDS

Who says fashion can't be used as a force for good? Nine local designers – including Max Tan, You You, Pauline Ning, Depression, Mash-up, Yesah, Kae Hana and Sundays – will be working together to launch a collection of T-shirts that best represents their individual brand or collection during DFWSG.

Those who wish to purchase the exclusive designer T-shirts can log onto Lazada (www.lazada.sg), DFW Singapore's official e-commerce partner. Each T-shirt retails for \$59, and proceeds from sales of the T-shirts will go to Action For AIDS.

This initiative was launched with the aim of giving exposure to the designers, and looks set to generate excitement for DFW Singapore among the media, industry influencers, and the public ahead of the fashion extravaganza.

The collection of T-shirts will be launched with a party to launch the occasion. After a pre-cocktail reception at the DFW Lounge, guests – which will include members of the press, the designers, social influencers, VIPs of the local fashion industry, and representatives from BeautyIn and orchardgateway – will be invited to The Tube for the official launch of the T-shirt collections.

The details of the party are as follows:

Date: October 2, 2014

Time: 4pm – 6pm

Venue: The Tube at orchardgateway

This launch event marks the first day of DFW Lounge, the official fringe event of DFW Singapore.

DFW Lounge will offer a sneak preview of what DFW has to offer, and will be held at orchardgateway Level 1, from October 2 – November 9, 2014.

Shoppers at orchardgateway – DFW Singapore's official shopping mall – can get in on the DFW action too. Those who spend more than \$120 at the mall will be able to redeem a complimentary mocktail, as well as redeem a makeover service, courtesy of The Body Shop, or an attractive goodie bag.

Digital Fashion Week Bangkok

Following the resounding success of Digital Fashion Week Singapore, Bangkok makes its debut this year, showcasing the numerous local fashion talents of Bangkok. It will take place from November 6 – 9, 2014, at Siam Paragon, coinciding with Bangkok International Fashion Week.

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About Digital Fashion Week 2014

Digital Fashion Week is Asia's highest profile designer showcase. It takes place once a year in Singapore and Bangkok in October/November, and is the only fashion event that promotes the best young fashion designers through events and digital platforms in Asia.

Since 2012, Digital Fashion Week has supported more than 50 local fashion designers and has welcomed notable names in the global fashion industry including Naomi Campbell, Patricia Field, Guo Pei, Andrej Pejic, Holly Fulton, Jaime Perlman (British Vogue), Sophie Sumner (winner of Britain and America's Next Top Model), Jessica Amornkuldilok (winner of Asia's Next Top Model) and Devyn Abdullah (winner of The Face).

This theme for this year is “European Exchange”. The world’s oldest supermodel Carmen Dell’Orefice will be gracing the event by walking the runway gracing apparel by Singaporean designer Max Tan. International guest designers Cristiano Burani and Fyodor Golan will also be showcasing their latest collections, hot off the runways of the London and Milan Fashion Weeks.

Digital Fashion Week is owned and organised by DFW Creative, Singapore’s leading marketing agency.

Official Hashtag: #DigitalFashionWeek

Website: www.DigitalFashionWeek.com

Google+: plus.google.com/+DigitalFashionWeek

Facebook: www.facebook.com/DigitalFashionWeek

Twitter: www.twitter.com/DigitalFashWeek

YouTube: www.youtube.com/DigitalFashionWeek

Instagram: www.instagram.com/DigitalFashionWeek

iPhone App: <http://bit.ly/1wo9x2I>

About British Council

The British Council is the UK’s international organisation for educational opportunities and cultural relations. We create international opportunities for the people of the UK and other countries and build trust between them worldwide. We work in more than 100 countries and our 7000 staff – including 2000 teachers – work with thousands of professionals and policy makers and millions of young people every year by teaching English, sharing the Arts and delivering education and society programmes.

We are a UK charity governed by Royal Charter. A core publically-funded grant provides less than 25 per cent of our turnover which last year was £781m. The rest of our revenues are earned from services which customers around the world pay for, through education and development contracts and from partnership with public and private organisations. All our work is in pursuit of our charitable purpose and supports prosperity and security for the UK and globally.