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Digital Fashion Week Singapore 2015: Asia-Euro Exchange

Singapore, October 1, 2015 – Back for the fourth year running, Digital Fashion Week Singapore (DFW SG) continues to establish itself as a platform for emerging and well-known designers to showcase their creative works. This year’s theme – “**Asia Euro Exchange**”, promises to bring the best design talents in Asia and Europe to Singapore. The event will take place from **October 29 to November 1, 2015** at the newly restored **Capitol Theatre**.

“DFW Creative is thrilled to present Digital Fashion Week Singapore in partnership with the British Council, Alliance française de Singapour, and Siam Group. We aim to discover and promote up-and-coming regional talents to an international audience through this digital platform, and help open up more opportunities to the brands involved,” says Charina Widjaja, Business Development Director of DFW Creative.

DFW SG with its main collaborator the British Council continues to make a headway in its creative collaborations, supported by the British High Commission and a new partner the Alliance française.

“The British Council looks forward to our third year of collaboration with Digital Fashion Week and to the exciting line up of UK highlights that we will be presenting. Our meaningful partnership with DFW continues to fulfil our wider aims of bringing people together and creating opportunities in the arts in Singapore and the UK,” says Sarah Meisch Lionetto, PhD, Director of Arts, British Council Singapore.

Claire-Lise Dautry, Executive Director of Alliance française de Singapour added, “We are excited to join this year DFW and to be able to create, through this major event, an exchange between atypical, innovative French talents and a modern, ultra connected Singaporean audience.”

Fashion is GREAT Britain

The UK fashion industry is continuously looking to challenge and innovate. From street style to haute couture, some of the most iconic brands in contemporary fashion hail from the UK.

Since DFW SG’s inception, the best minds in British design have embraced this opportunity to participate in a cultural exchange with Asian design talents. DFW SG 2015 is no exception. This year, attendees can expect to witness an exchange of ideas between the who’s who of British fashion:

1. Billie JD Porter - TV presenter, DJ, writer, model, journalist
2. Catherine Teatum - Designer of design label "Teatum Jones"
3. Lucy Siegle - Author of "To Die For"

A highlight of this year's collaboration with the British Council is **Asia Fashion Future (AFF)**, a series of fashion business courses in Singapore co-organised by Singapore's LASALLE College of the Arts.

'Creating Global Brands' and 'Sustainability and Ethics' will be the first two topics in the Asia Fashion Future series, bringing together experts from the UK and Asia to examine opportunities and challenges facing the growing fashion sector in Asia. The course will run on 29th October 2015 as a fringe event of the Digital Fashion Week.

Digital leaders like Billie JD Porter and Influencer Diana Rikasari will speak about creating a powerful online presence. Lucy Siegle, sustainability columnist at the Observer and author of 'To Die For' will share about the true cost of creating and consuming fashion under the 'Sustainability and Ethics' session. She appears alongside LanVy Nguyen and Victoria Ho, Creative Directors of Fashion4Freedom, a social enterprise that specialises in ethical manufacturing.

Nouveau French

For the first time, DFW will be partnering with Alliance française for a meaningful collaboration, bringing in three most exciting elements. Designer, Charlotte Cazal founder of French label "DEMEURE" will be sharing the unique techniques she employs to create wearable art pieces at a workshop. Followed by, the inaugural "Cinema Haute Couture" event that will be attended by film director, Fabien Constant who will present his movie "**Mademoiselle C**" - a documentary on French Vogue's former Editor-in-Chief, Carine Roitfel. Fashion and portrait photographer, Corinne Mariaud recognized as a correspondent for the famous French newspaper "Liberation" will be sharing about her works during a fashion talk.

"Paris remains a major hub for fashion. Fabien Constant's documentary on Carine Roitfeld shows how the former Vogue Paris Chief Editor has - and continues to - influence international fashion trends. While French savoir-faire is a sound value, the French contemporary fashion scene is defined by its innovative nature, and we are pleased that DEMEURE, whose unique approach combines art and fashion to create wearable art pieces, has joined DFW 2015," says Claire-Lise Dautry, Executive Director of Alliance française de Singapour.

Digital Fashion Week X herworld Model Hunt

Digital Fashion Week X Her World Model Hunt supported by Asia's Next Top Model. In a collaboration with Her World and supported by Asia's Next Top Model, DFW is launching an online model hunt in a bid to discover new talent. Digital Fashion Week X Her World Model Hunt supported by Asia's Next Top Model is created as a platform for individuals who aspire to unleash their infinite modelling potential and launch their careers in fashion.

The top 3 winners will be invited to walk for both Digital Fashion Week Singapore and Bangkok 2015. They will also be featured in Her World and herworldPLUS. The hunt officially starts today and will close on 16 October 2015. Submissions will be accepted via the following:

1. Record a 15 second Instagram video on of yourself mentioning your name and showcasing the way you walk. Use the #DFWmodelhunt2015 and #herworldinstaface.
2. Go to www.digitalfashionweek.com, click on the "DFWmodelhunt2015" button. Complete the Registration Form and upload your photo with a 15 second video of you mentioning your name and the demonstrating the way you walk.

Please visit <http://www.digitalfashionweek.com> for detailed information.

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Press Contact
DFW Creative PR | +65 6222 5087
Siek Bi Zhew | bi.zhew@dfw.com.sg | +65 9116 0936
Cassandra Sim | cassandra.sim@dfw.com.sg | +65 9190 0220
Aaron Chan | aaron.chan@dfw.com.sg | +65 8333 9892

About Digital Fashion Week

Digital Fashion Week is an online and offline platform which support local based designers from each respective cities/countries. Digital Fashion Week currently held in both Singapore and Thailand, more countries designers will be discovered. DFW is a platform for modern, current and lifestyle-forward brands to profile themselves.

Since 2012, DFW has supported more than 50 local fashion designers and played host to notable names in the global fashion industry including Naomi Campbell, Carmen Dell'Orefice, Hilary Alexander, Patricia Field, Guo Pei, Andrej Pejic, Cristiano Burani, Fyodor Golan, Holly Fulton, Jaime Perlman (British Vogue), Jourdan Miller and Sophie Sumner (winners of America's Next Top Model), Sheena Liam and Jessica Amornkuldilok (winners of Asia's Next Top Model) and Devyn Abdullah (winner of The Face).

Launched in partnership with Google and YouTube, DFW is the world's first shoppable live streamed fashion week where viewers can make instant purchases off the runway. Audiences worldwide are able to watch live screenings of backstage happenings, pre/post-show interviews, runway shows, as well as engage with Digital Fashion Week through all major social networking platforms.

DFW is owned and organised by DFW Creative, Singapore's leading marketing agency. DFW Bangkok is co-owned and co-organised with the Siam Group.

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

About DFW Creative Pte Ltd

DFW Creative is a leading full service marketing 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 Digital Fashion Week 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.

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.

For more information, please visit www.britishcouncil.org.sg

About Alliance française de Singapour

Founded in 1949, Alliance française de Singapour is a non-profit educational and cultural organization, affiliated to the international network whose headquarters, the Fondation Alliance française, are located in Paris, France. AFS is one amongst the 800 Alliances françaises worldwide who serves and gathers a multilingual and multicultural community of Francophiles. The cultural and educational programming is extremely rich but coherent in achieving its goal: to create a desire of France (and French) to an everlasting greater community of people whose strength is built from cross-cultural understanding which is at the heart of all dialogue.

For more information, please visit www.alliancefrancaise.org.sg

About Capitol Theatre

Capitol Theatre is an architectural and lifestyle gem, revived from being a historical, neo-classical icon to a vibrant destination, at the heart of Singapore's civic and cultural district. This historic construction is as glorious in its current incarnation as it was back in 1929, when it was first built by M.A. Namazie, an early Singapore pioneer of Persian origin. Today, the grande dame of the city's cultural heritage has been rightfully revived into a destination of choice for today's creators of elite performances and events. Surrounded by a world-class hotel, ultra-luxurious residences, and elegant shopping and dining options to tempt the most discerning of patrons, Capitol Theatre provides the most sophisticated of settings for any cultural milestone. The restored Capitol Theatre is furnished with the latest state of the art Audio and Visual system and

Southeast Asia's first rotational floor system that will allow customized seating configuration for every occasion – from theatre performances, seminars and conferences to movie screenings. It will become Singapore's first venue with direct ground level access to the theatre, providing a grand and glamorous entrance for any red carpet event. Capitol Theatre will seat close to 1000 guests and the theatre will be Southeast Asia's largest single-screen seating cinema. In addition, Capitol Theatre will be the only dual usage theatre in town, catering to performing arts and cinematic purposes.
