

# Weekendin

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Singapore

Seven days a weekend | advertissue

## Chinese New Year Dining

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*Winner of Asia's Next Top Model*

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*Pushing the boundaries of technology*

**Visit Malaysia Year - 2014**

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## New Beginnings

Something to do,  
someone to love and something to hope for



# Barbara Wilson

Fashion Advisor of UK Trade & Investment

Barbara Wilson, the Fashion Advisor of UK Trade & Investment, focused on raising the profile of fashion within UKTI throughout her 10 years there. Her job requires her to be in touch with luxury designer brands and lesser-known ones likewise. Here, Barbara shares more about Digital Fashion Week and the brands she fancies.



**Q: How do you find Singapore?**

**A:** I love Singapore. It's my third visit; my first time was when I was 22, so it has changed a bit. It's an exciting city, and it's very fashionable so I love it. I'm very happy to be here.

**Q: Any cuisine that has captured your fancy here?**

**A:** I like chilli crab and prawns, Chinese fried prawns, and lots of other dishes. There are a lot of different cuisines and it's very exciting. The food is wonderful.

**Q: What shows have you watched so far at DFW?**

**A:** Yesterday I saw Thomas Wee and Topshop and I thought they were both great. And I saw Max Tan who is very striking, so I actually saw quite a lot of clothes that I would like to order though I'm not sure if sizes in Singapore are good for Western people. I might be doing some shopping for the next few days!

**Q: Any shows you're looking forward to watch?**

**A:** Yes, I'm looking forward to Nokia today, and I'm very much looking forward to Holly Fulton because I know her and I watched her develop and it's great to have her in Singapore. I think we will love to watch her work and she'll also feel our support.

**Q: What do you think of digital fashion?**

**A:** I think it's very interesting because digital fashion reaches a much wider audience all around the world and it also reaches a much younger audience. London Fashion Week is now streaming live around the world so it's something we're all going to do and we'd like to make fashion more global—it's exciting.

**Q: As a Fashion Trade Advisor, what is your scope of work?**

**A:** I work with the government to decide how we should support fashion. I look at various initiatives around the world and recommend how we advocate our market. I work with British Fashion Council and also with the UK Fashion

Textiles. We give grants to the companies who are going to trade with us. I work very hard to get as much money as I can for the fashion industry. That's very important.

**Q: What is your favourite part of the job?**

**A:** I think my favourite part is meeting designers and developing new markets overseas. Looking into which markets are suitable can also be interesting.

**Q: How do you spend your weekends?**

**A:** I like to get up later; about an hour and a half later, not too long. I go to the gym on Saturday mornings and sometimes I go shopping on Saturday afternoons. If I'm lucky, my husband takes me out for dinner. If I'm not lucky then I cook dinner. I cook some stirfrys, which is Asian style. I also cook roast dinners, English style.

**Q: Where do you like to shop?**

**A:** I like to shop at boutiques, something a little interesting. We don't have many shopping malls in England, we have more streets and boutiques. I used to work for Selfridges and I love Selfridges.

**Q: Could you run us through your weekday routine?**

**A:** I get up early and look at my emails from Asia, because I can still reply to them. I do that, and then I usually have breakfast after. Then I go to my office or I attend meetings—I have a lot of meetings outside my office. I have meetings with British Fashion Council, with the trade association, and with various designers. Then I have a quick lunch in the afternoon before working on emails, reports, or sometimes have a meeting with a designer. I love designers. I keep in touch with about 30 brands and people like Alexander McQueen, Stella McCartney, Mary Katrantzou, or lesser known brands. It's a very exciting job and I'm lucky to have it.

# Jaime Perlman

Creative Director of Vogue

Working for Vogue is every fashionista's dream. For Jaime Perlman, Creative Director of British Vogue, it is a job she had her eye on all her life and a dream come true. She tells us what her job entails and shares valuable advice on how to make it as a designer in the fashion industry. She also believes that the future of fashion lies in digital technology.



**Q: How do you like Singapore?**

**A:** Singapore is amazing but the weather hasn't been too great since I've been here. That's okay because it's still really beautiful and at least it's hot. Unfortunately I brought the London rain with me. I went to one of the local markets with a friend of mine today who lives here and she gave me all this authentic Singaporean food. I don't really know what it was called but it was rice balls with a kind of radish chutney on top, apparently you can get that everywhere. Then I had chicken rice, which was really good. I love the chilli that was super hot.

**Q: What shows have you watched so far? What do you think of the local designers?**

**A:** I think the local designers are really great. I thought Zen Chi's show was really fantastic. I really liked the designer, Carrie K. There is another designer today whom I'm really looking forward to—Mae Pang.

**Q: What would you like to see on the runway?**

**A:** I guess I would be interested in seeing something different. Maybe something that feels different to what you're seeing in the European collections and something distinct. I think what I've seen so far has been really gorgeous. It'd be nice to see something that you can really see people in London wearing, something that transcends geographical boundaries.

**Q: What is your favourite brand in general?**

**A:** I don't have a favourite brand. I love a lot of British designers and I think they are doing really exciting things, especially Christopher Kane, J.W. Anderson and Richard Nicoll. I think they're really fantastic. Phoebe Philo is a genius and what she has done with Céline is great.

**Q: Can you run through with us a normal day in your shoes?**

**A:** It depends if I have a shoot. If I'm on set, it could be in a studio or on location. That could be a really long day. Usually I go on cover shoots and the main fashion shoots. Otherwise, I spend the day in the office overseeing the design of

the magazine, layouts and things.

**Q: Any advice to give young designers who want to be noticed?**

**A:** I think it's really important these days to be digital; to be able to promote yourself via social media and to get your work up online by having a great website. And to just really make sure you contact, look at the stylist you admire, publications that you'd like to see your clothes in and work towards building those relationships.

**Q: How is it like growing up reading Vogue and now becoming one of the key decision makers in Vogue?**

**A:** Well, yeah, you know what? I feel really lucky. It's always been a dream of mine having the job I got. Everyday I thank my lucky stars that it happened. Obviously I worked really hard for it but I think that I'm still really lucky.

**Q: As a Creative Director, what do you oversee?**

**A:** For a Creative Director, I oversee the whole look and feel of the magazine. I work with the editor-in-chief so that everything from the design, layouts and all the photography are in optimal condition. I work with the fashion editors and help to make the aesthetics sort of all work within the decided aesthetic of the magazine.

**Q: So what do you do over the weekend? How do you unwind?**

**A:** Usually I go to this local market near my house called Broadway Market in London. I enjoy the local food there and then usually go to a gallery and see some art and probably end up having dinner with friends or going to the pub.

# Dewyn Abdullah

International Model

Single mother Dewyn Abdullah is the winner of *The Face*, Naomi Campbell's modeling competition. She took Digital Fashion Week (DFW) 2013 by storm by ripping the runway. Strong and resilient, Dewyn stands firmly by her beliefs and is not affected by what people think about her. She also tells *Weekendin'* of how her two-year-old daughter is her foundation and pulls her through hard times.

## Q: What are your impressions of Singapore?

**A:** I love it. It's a whole culture shock for me. Being from New York, I'm used to everything being fast-paced. I'm used to nothing but buildings, nothing but taxis, just everything being fast-paced and packed and it's the complete opposite here so it's quite refreshing. I'm loving the weather; it's cold in New York right now so I love the fact that I can wear all my summer clothes again. And I'm just having a great time in Digital Fashion Week.

## Q: What shows have you walked in during DFW 2013?

**A:** I walked in Thomas Wee yesterday and he's amazing. The whole collection was personally my favourite. It's great what he does and he's known really well in Asia for his designs and he has been in the industry for so long, so for him to tell me that he thinks I'm a warm soul and he thinks that I'll go far, was great. I had a great time. And I'm going to be walking for a couple more designers during DFW, so it's not over yet.

## Q: What outfits will you be wearing?

**A:** I'll be wearing a lot of the collections from designers here. I think it's very important for me to support them while I'm here. There are 32 designers so I've been seeing a lot of things that I like. Personally, I like prints so I have been wearing a lot of prints lately. I have worn Rayson Tan; it's one of my favourites as well.

Yesterday, I wore my own clothing line called American Outcast that I'm working on. I have been running that for the last two years. It has been a really great buzz in New York where we started off at and I'm proud of it, so I decided to show it off to Singapore and get some Singaporean fans. Google American Outcast!

## Q: Seen anything you will like to buy?

**A:** I don't know about buying, but I would wear the designs. As I said I love prints and there's a lot of designers here who do really funky, cool prints. A lot of them are casual clothes and also red carpet clothes. I do tons of events so I definitely plan on making friends with the design-

ers. It's not the last Singapore is going to see of me. That's what I'm here for—Fashion.

## Q: What do you think of DFW?

**A:** I love the whole Digital Fashion Week concept. Honestly, I feel like the internet is something that's an asset now that a lot of people in the fashion industry didn't have before. In the 80s and 90s, you literally had to go to these corporations and have a lookbook and it was all about who you know. I feel like in terms of the internet, there's iPad and the handphone so you can literally watch DFW on the move—that's insane! It's amazing for the designers because they are going to be reaching out to so many people and really expanding themselves and not just becoming a designer in Singapore and known for being in Singapore but worldwide. I think it's a great concept and I'm excited for next year; it's only the 2nd year! It's big already. Naomi Campbell was here which is insane. It was so nice seeing her again and being reunited with her. So I'm excited to see what DFW is going to come up with next year. Keeps us on our toes.

## Q: Prior to modeling, what kind of jobs did you do as a single mother?

**A:** I worked in retail, in catering and in restaurants.

## Q: Was that where you got spotted?

**A:** I was always noticed in every job. It was crazy because I was good at all my jobs. People would literally walk into the restaurant, or walk into the store and say, *Oh, what are you doing here? You should be a model.*

## Q: Why not (go into modelling) earlier?

**A:** I did actually. I started when I was 16. I was signed to Elite Model Management. I was at a gas station with my mom and a scout came over to me and told me to go to Elite and they'll give me a contract right there on the spot. Yeah, it was great but being young and still in highschool, it was hard balancing out the two. Around my senior year, I just wanted to be a senior, I just wanted to be a kid. I felt like the modelling industry was too serious for me at

that point. So I took a break off, had my daughter and I had another 2 years off. Then I decided *okay I'm ready for it now, I'm ready to focus on it and be determined and take it seriously.* I went for *The Face* and here I am.

## Q: Tell us about your daughter.

**A:** My little girl is 2 right now, and her name is Bryse. I just skyped her right before this interview. She's getting so big and she has so much personality and so much love. She's a Sagittarius that's why, and I'm Aquarius so we're the complete opposite, but at the same time she's *fire* and I'm *water* so I can calm her down. But I love how she is, I embrace it and I just want her to be successful with whatever she wants to do in life. That's why I went on *The Face* in order to change my life to give her that opportunity. That's my baby.

## Q: How is it like being a model and a mother?

**A:** As a mother, a responsible mother. I would say it's very difficult because people judge a lot and I don't care, I really don't. It's one of those situations where being a mother is a part of me so you're going to accept it or not. Sometimes, I don't have anybody to watch her, or I just don't feel like getting a babysitter for someone to watch her and I take her to photoshoots and castings, and she loves it and I love it but some people aren't too fond of it. Sometimes it works to my advantage; it just depends whom I'm dealing with. There's been plenty of times I've been to photoshoots and meetings and people fall absolutely in love with her and it winds up being a meeting where they want to shoot her too. So we do a photoshoot with her or we do a mother-daughter shoot so it just really matters that me being a proud mother is never going to change. It is what it is, I'm a model mommy.



# Jessica Amornkuldilok

Winner of Asia's next top model

Winner of Asia's Next Top Model, Jessica Amornkuldilok looks stunning even off screen. This half-Thai/half-German international model has a warm disposition and it is difficult not to adore her. Jessica runs speaks with Weekendin about her modelling career, and shares with our readers her interests and aspirations.

**Q: How's the Singapore weather and the cuisine?**

**A:** The food is amazing, especially chicken rice. I love the weather here. It's not too hot unlike Thailand. Everywhere in Singapore is so cold—the airconditioning is extremely cold in the hotel. It's good because I love cold weather and I'm not an outside person. I always stay inside, that is why I have a pale complexion. I take an umbrella to shield me from the sun when I'm out; the sun is very strong in Asia.

**Q: Which brand are you walking for today?**

**A:** Today I will walking for *In Good Company*, a Singaporean designer. I will be opening the show and closing the show.

**Q: What are you looking forward to?**

**A:** I'm looking forward to the makeup, getting dressed and looking cool in the outfits that the designer has prepared for me. The walk is going to be an amazing moment.

**Q: How do you feel when you are walking?**

**A:** I feel like I'm not me. I feel like I'm that star that the designer wants me to be—that girl who walks in that outfit and looks cool and fierce. Actually, I have a shy but when I walk, people say, *this is Jessica - she is not normally like this, but when she walks, she is fierce.*

**Q: How much preparation was needed for the show?**

**A:** Sometimes the designer wants me to do the fitting a week before, sometimes on the day of the show. For DFW, the fitting is on the day. If the designer finds the fitting too big for me, I can work with another designer. It is like that.

**Q: What do you think of DFW?**

**A:** I think it's so professional. It is amazing. Everything is so organised and awesome here. Singapore is perfect for DFW.

**Q: What encouraged you to apply for Asia's Next Top Model?**

**A:** I'm actually still in school and don't model the entire time. All my life I've no plans to work other than being a model. I wanted to model professionally, internationally if possible, to do photoshoots and be on the cover of magazines. And that's why I applied for *Asia's Next Top Model*—I knew that it would give me that opportunity. Joining the competition has changed my life, it has been my dream come true. People in Asia know me and that is what I want. It is amazing to be travelling around Asia to work and meet amazing people.

**Q: What do you think makes you stand out?**

**A:** I always put in 100% in what I do. I just work so hard and really focus when I work. I'm not a person who is only beautiful just from the outside a model has to be beautiful from the inside, has to be nice and has to be kind. I think my work and my personality and what I have inside of me has made me stand out.

**Q: After winning, has it impacted you? Do you feel that it changed you?**

**A:** Winning *Asia's Next Top Model* has completely changed my life. Everything amazing has come to me, like what I want to do and work professionally. I want to travel to work with professionals in Europe and I plan to go to New York as well. I've been to London and have met a lot of amazing people there. It's like my dream come true. I've never travelled further than Asia and *Asia's Next Top Model* just brought me so many things and what I wanted from modelling. I want to be successful, to get people all around the world and all around Asia to help me.

**Q: What was your dream job as a little girl?**

**A:** When I was a little girl, I wanted to be a teacher. I don't know why. When I grew up, everything changed. I first wanted to be a president then an engineer, but it's not me. Then I wanted to be a model because people always told me that I had to be a model. When I was in the *Elite Modeling Thailand* competition, I got the second runner-up award; that was the moment that shaped me. From then, I wanted to work as a model my whole life.

**Q: How do you relax when you are not modelling?**

**A:** When I am not modelling, I sleep all day. I sleep for so many hours, makes me fresh and more relaxed. I eat good food, go out and go shopping.

**Q: What do you like to do with your friends?**

**A:** I like to travel. I love going to the beach and hanging out with my friends. I love to go shopping and watch movies with my boyfriend. My favourite shopping mall in Thailand is Central World—there are so many designer brands there, so many brands from everywhere and it's easy to find the stuff there.

