

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

SINGAPORE FASHION WEEK 2016

Organised by Mercury Marketing & Communications
26 – 30 October 2016 (5 days)
National Gallery Singapore

Singapore Fashion Week celebrates Asian power with first-ever All-Asian designer line-up, supported by new technological features and social media powerhouses

1 September 2016, Singapore – Asian talents reign supreme as Singapore’s annual premier fashion event, **Singapore Fashion Week (SGFW)** returns with an unprecedented All-Asian power line-up of international and local designers across the main SGFW (Gallery) component, and its brand new industry-support sister platform, **Singapore Fashion Week Access (SGFWA)**. This year marks a conscious shift in focus inwards, celebrating and honouring remarkable Asian designers who have established and carved a name for themselves in the competitive international fashion arena.

Providing star wattage for this year’s International Highlight Shows will be celebrated Indian-American fashion designer **Naeem Khan**, Chinese couturier **Guo Pei**, and Malaysian-born, London-based designer Han Chong’s contemporary womenswear label **Self-Portrait**. For the first time ever, the fashion week will also see a local designer, Max Tan, take centre stage in opening the fashion week at SGFWA, with his **MAX.TAN: Presented by Microsoft Surface** show. Max Tan is one of the three designers selected for the 2016 **Fashion Futures 2.0** programme.

“The fashion week in Singapore has come of age to embrace and celebrate Asian designers and highlights. While we continue to learn and be inspired by successful designers and labels from the West, the time has come to change the game, with the rise of digital technology and consumer power in Asia. We believe that this year’s mix of stunning Asian international highlights and spotlight on homegrown talents at SGFW will be exciting for fashion-watchers across Asia and the world,” says **Ms Tjin Lee, Chairman of SGFW**.

Singapore Fashion Week (Gallery)

International Highlight Shows

SGFW is proud to welcome Beijing-based Chinese haute couturier **Guo Pei**, in kicking off the festival at SGFW (Gallery) on 26 October 2016. Having dressed many of China’s elite over the past two decades, Guo Pei is one of the most renowned designers in the Chinese fashion scene,

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

and was catapulted into international stardom when she dressed pop star Rihanna in an exquisite canary yellow gown for the 2015 Metropolitan Museum of Art's Costume Institute Gala. Since then, Guo has become the first born-and-raised Asian designer to be invited as a guest member of the prestigious Chambre Syndicale de la Haute Couture, and was named by TIME Magazine as one of the world's 100 Most Influential People of 2016.

As part of SGFW's continuing partnership with the **Council of Fashion Designers of America** (CFDA), the festival is also honoured to welcome acclaimed New York-based designer and CFDA member, **Naeem Khan**, in his runway debut in Asia. Born and raised in Mumbai, Khan started his career as an apprentice under legendary American designer Halston at the tender age of 20, before launching his eponymous collection in 2003. Known for rich embroideries and couture techniques, his collections have adorned a star-studded list of glamorous women including the First Lady of the United States Michelle Obama, Beyoncé, Taylor Swift, Penélope Cruz, Jennifer Lopez, Emily Blunt, Queen Noor of Jordan, and the Duchess of Cambridge. As part of his participation in SGFW, Khan will also inspire the local fashion industry as he engages with the audience at the SGFW Fashion Talks Series.

"Through CFDA's continued partnership with Singapore Fashion Week, we are able to bring some of American Fashion's best talents to the forefront of the important Asian market," said **Steven Kolb, President and CEO of the CFDA**. "CFDA Member Naeem Khan exemplifies a designer who perfectly bridges the two regions."

Also making its first ever runway appearance in Asia is London-based contemporary label **Self-Portrait**, by Malaysian-born Central Saint Martins graduate, Han Chong. Best known for its unique mix of effortless femininity with a modern edge, Self-Portrait has enjoyed immense success since the brand's inception in 2013, with its striking designs flying off the shelves at international stockists such as Selfridges, Bergdorf Goodman, Neiman Marcus, Lane Crawford, NET-A-PORTER and MATCHESFASHION.COM. Chong's signature use of embroidered lace and sheer overlays have garnered his creations a strong following among social media starlets such as Leandra Medine, Chiara Ferragni, and Aimee Song, and A-list celebrities such as Rachel McAdams, Kendall Jenner, Gigi Hadid, Miranda Kerr, Reese Witherspoon, and Kristen Stewart. Self-Portrait will conclude SGFW with a presentation of its Spring 2017 collection on 30 October 2016.

Homegrown Favourites

In line with the festival's spotlight on Asian and homegrown talents, local label **Ong Shunmugam** will return to the SGFW runway with a presentation of designer Priscilla Shunmugam's latest collection of elegant, modern interpretations of traditional Asian silhouettes. Singapore-based

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

womenswear brand **exhibit** will showcase its wearable Fall/Winter 2016 collection of lush crushed velvets, sultry satins, and tailored silhouettes - its third runway collection to date - presented by **Charles and Keith**.

The fashion week will also see style personality, Arissa Cheo, launch her new womenswear and accessories label, **ARISSA X**. Presented by **Land Rover**, Cheo's designs fuse trompe l'œil details with elements of glamour, rock 'n' roll fashion and grunge, in a collection reminiscent of her personal style.

Other Highlights

SGFW (Gallery) will play host to the **Harper's BAZAAR Asia New Gen Fashion Award 2016**, where eight emerging designers from Singapore, Malaysia, Indonesia and Thailand will vie for the top spot in this annual regional fashion design competition.

Completing the SGFW (Gallery) programme will be Official Jewellery, **Tiffany & Co.** who will present a specially curated high-jewelry collection of dazzling pieces - some only seen in Asia for the first time. The collection is a blend of captivating nature inspired creations, rare and colourful gemstones and brilliant diamonds, handcrafted by artisans in specialized workshops in New York.

Singapore Fashion Week Access (SGFWA)

Singapore Fashion Week Access (SGFWA) is a brand new industry-support platform created to provide more accessible opportunities for designers and businesses to exhibit their collections, in the form of smaller scale, flexible-format fashion presentations.

In a presentation of three of Singapore's newest and best, the inaugural SGFWA will see the participating designers under **Fashion Futures 2.0** - **Danelle Woo** of **Aijek**, **Elyn Wong** of **Stolen** and **Max Tan** of **MAX.TAN** - presenting their first solo SGFW shows on the SGFWA runway. Fashion Futures 2.0, the second edition of Fashion Futures, is a business-focused internationalisation and talent development programme for Singapore designers, created with the aim of catapulting Singapore's fashion designers into the international marketplace. In addition to an opportunity to showcase their collections on the runway in a solo show, designers gained a holistic learning experience and international industry networks through the CFDA Induction Programme held in July in New York City. Previous participating designers of Fashion Futures include Priscilla Shunmugam of Ong Shunmugam, Sabrina Goh of ELOHIM and Chelsea Scott-Blackhall of Dzojchen. Fashion Futures is supported by SPRING Singapore.

SGFWA supports new generation talent with **The Art of Shoes Design Competition 2016**, presented by the **Textile and Fashion Federation Singapore**, which will showcase 24 of the best

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

shoe prototypes from eight finalists at SGFWA. Local accessories label, **ALT**, by jewellery designer Angie Lai-Tay, will return to SGFW this year in collaboration with Official Educational Partner, LASALLE College of the Arts, to present the **ALT X LASALLE Showcase**. The show will feature the works of four LASALLE 2016 graduates shortlisted by Lai-Tay - Agnes Cito and Cheryl Teo of **ARYL CTTO**, Esther Choy of **ESH**, Chua Gui Ying and Danielle Phua of **FLAT SQUARE** and Alexis Fong and Amabel Quek of **PANDORA'S BOX** - paired with accessories from ALT.

Making her Singapore Fashion Week debut will be Singapore-based independent fashion brand, **CHI CHI VON TANG**. Melding a quintessentially Asian aesthetic with a modern Western edge, CHI CHI VON TANG is a statement-worthy ready-to-wear label designed and created by former model and founder of online retailer Gnossem, Lisa Von Tang.

Bringing a touch of Bangkok style to SGFWA is **Sheranut**, the eponymous brand by Thai actress and singer, Namcha Sheranut Yusananda, which will showcase its newest collection of glamorous, feminine designs. Showing for the first time on the SGFWA runway is new womenswear label **Nude Femme**, with its range of luxurious, sensual pieces made for the confident, modern woman. Joining them on the runway is ready-to-wear label, **Nida Shay**, by Abu Dhabi-born, Singapore-based designer Nida Tahir Shaheryar, featuring flattering, sleek cuts with intricate hand embellishment and embroidery. Shoe label, **MASHIZAN**, by Singapore-born documentary filmmaker, Mashizan Masjum, will round up the SGFWA line-up with its latest collection of stylish footwear made by Florentine craftsmen.

SGFW (Gallery) and SGFWA shows will take place at the **Supreme Court Terrace** and **Auditorium Foyer** of National Gallery Singapore respectively.

SGFW x DFW

SGFW announced earlier this year the acquisition of **Digital Fashion Week (DFW)**, a designer showcase formerly targeted at young designers with an emphasis on online and social media. The union brings DFW's digital capabilities to the fashion week and marks a monumental shift towards a larger digital presence for SGFW.

SGFWA runway shows will now be broadcasted fresh off the runway with 360 Virtual Reality (VR) live streaming, on both SGFW's website (www.singaporefashionweek.com) and DFW's online portal (www.digitalfashionweek.com). This provides viewers worldwide front-row access to Singapore fashion during the fashion week, and allows designers to extend their audience far beyond the venue's physical capacity.

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

Selected DFW Insiders will be armed with cameras during the fashion week, offering insight into the SGFW Gallery & SGFWA shows from their perspective. Viewers will have the option to select whom they would like to embark their digital SGFW journey with on www.digitalfashionweek.com, where live-streaming will give them the opportunity to experience the fashion week through the eyes of their favourite influencers.

Both online channels will serve as go-to destinations for live streaming of runway shows, backstage footage, designer and celebrity interviews, and festival parties, further amplifying the local and international reach of SGFW content.

“We are thrilled that DFW and SGFW are joining forces this year with the shared vision to foster the Asian fashion industry. DFW has been digitalising the fashion week experience for millions of local and international viewers, and we are excited to bring to the fashion week our expertise in experimental technology and new digital features,” says **Ms Charina Widjaja, Founder of DFW**. “Together with SGFW, we have in the pipeline exciting plans to increase focus on supporting local talents, expose designers to new audiences in the international fashion arena and see them soar to greater heights. The possibilities of our combined strengths are limitless!”

SGFW Ambassadors and DFW Insiders

In line with its increased emphasis on digital efforts, SGFW is proud to unveil its power collective of SGFW Ambassadors and DFW Insiders as part of its #SGFWSocial influencer campaign.

Leveraging on the fashion and style credibility of SGFW Ambassadors - a collective of local social media movers and shakers – the engagement aims to amplify SGFW content and campaigns to a broader audience in Singapore. These local social media powerhouses include local radio DJ **Rosalyn Lee**, PPurpose Programming Director **Tracy Phillips**, Love, Bonito co-founder **Rachel Lim**, Elementary Co.’s co-founder **Charmaine Seah-Ong** and Marketing Director **Aarika Lee**, The Paper Bunny founder **Jaime Lee** and content creator **Bella Koh**.

These efforts are magnified internationally by harnessing the immense global reach of influencers from the DFW Insiders programme, which boast a collective following of more than 14 million and counting. DFW Insiders features a line-up of social media key opinion leaders from the region, who will be attending SGFW as part of a regional tour. Examples include USA’s **Jenn Im** and **Sophia Chang**, Indonesia’s **Olivia Lazuardy**, **Anastasia Siantar** and **Sonia Eryka**, Malaysian husband and wife duo **Kim Raymond Foo** and **Keith Foo**, Thailand’s **Namcha Sheranut Yusananda** and **Paula Taylor**, Vietnam influencer/designer **Kelbin Lei**, and the Philippines’ **Laureen Uy**. Singapore’s very own **Andrea Chong** will complete the stellar line-up of DFW Insiders.

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

In the lead up to the fashion week, SGFW Ambassadors and DFW Insiders will lend their support to a series of inspirational SGFW campaigns and fringe events, adding and diversifying content for SGFW to local, regional and international viewers.

“With our acquisition of Digital Fashion Week, we are empowered by the introduction of exciting new digital components to Singapore Fashion Week and the capacity to bring our designers and their collection to millions of viewers across Asia and the world. This is supported with "see now, buy now" platforms such as our partnership with Tangs, Zalora, Gallery & Co. and Boutique Fairs Singapore. Consumers can expect loads of content - from backstage and behind the scenes to front row, and even to watch the show from the perspective of their favorite celebrities or social media stars. This is the marriage of digital technology and fashion week in its genesis, and we are beyond excited to roll it out this year towards even greater Asian outreach in future editions,” says **Ms Tjin Lee**.

SGFW is supported by the Textile and Fashion Federation, Singapore Tourism Board and SPRING Singapore. For more information, please visit www.singaporefashionweek.com.sg .

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About Singapore Fashion Week

Singapore Fashion Week (SGFW) is a high-profile fashion event organised by Mercury Marketing & Communications. Casting a spotlight on Asian talent, SGFW is a showcase of world-class collections by top and emerging designers and labels and is the only fashion week in the world which features established and emerging regional and homegrown designers and labels alongside the world's most iconic international designers. In its previous nine successful editions, the organisers have hosted international designers such as Carolina Herrera, Roberto Cavalli, Hussein Chalayan, Prabal Gurung, Zac Posen, Peter Pilotto, Erdem, Angela Missoni, Dean and Dan Caten of DSquared, Roland Mouret, Diane von Furstenberg, Victoria Beckham, Thakoon Panichgul and Dion Lee alongside top Asian and homegrown designers and labels such as Tsumori Chisato (Japan), Greyhound (Bangkok), Farah Khan (Malaysia), Dresscamp (Japan), and Ong Shunmugam (Singapore). For its iconic return in 2015, SGFW broadened its scope to include thought-leadership initiatives and industry development, and introduced its global strategic

26-30 OCT 2016 **SINGAPORE FASHION WEEK**

alliance with the Council of Fashion Designers of America to bring about internationalisation of Singapore designers. This year, SGFW acquires Digital Fashion Week (DFW), and also introduces Singapore Fashion Week Access (SGFWA), a brand new industry-support flexible-format platform for designers and businesses to showcase their latest collections. Digitalfashionweek.com will serve as a digital portal to showcase content from SGFW.

About Mercury Marketing & Communications

Mercury Marketing & Communications is an award-winning agency with two divisions – Mercury PR and Mercury Events – specialising in fashion, lifestyle and luxury industries. Since 2009, Mercury has organised the Audi Fashion Festival Singapore, bringing in shows with attendance by international designers including Christian Lacroix, Vivienne Westwood, Roberto Cavalli, DSquared2, Missoni, Ungaro, Mugler with Nicola Formichetti, Zac Posen, Roland Mouret, Carolina Herrera, Tsumori Chisato, Peter Pilotto, Hussein Chalayan, Prabal Gurung, Thomas Tait, Oscar de la Renta, Diane von Furstenberg, Victoria Beckham, Thakoon Panichgul and Dion Lee. Mercury is also the founder of Blueprint in 2004, a fashion exhibition and trade show designed to support Singapore and Asian designers in partnership with Textile and Fashion Federation and MP Asia since 2010. Mercury has also taken on the role of organizing the Asia Fashion Exchange in 2010, a public- private sector partnership spearheaded by the Singapore Tourism Board, together with government agencies SPRING Singapore and International Enterprise Singapore to promote Singapore as the fashion hub of Asia. Mercury is the organiser of Singapore Fashion Week.