

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

SINGAPORE FASHION WEEK 2016

SINGAPORE FASHION WEEK 2016 DESIGNERS AT A GLANCE

Organised by Mercury Marketing & Communications

26 – 30 October 2016 (5 days)

National Gallery Singapore

SINGAPORE FASHION WEEK (GALLERY)

INTERNATIONAL HIGHLIGHT SHOWS

Guo Pei Spring/Summer 2016 "Courtyard" Collection

Kicking off the festival at SGFW (Gallery) is Chinese haute couturier, Guo Pei. As one of the most renowned designers in the Chinese fashion scene, Guo was commissioned to create a gown for the 2008 Beijing Olympics Opening Ceremony. In 2015, she was catapulted into international stardom when she dressed pop star Rihanna in a trailing 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 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. She will showcase her Spring/Summer 2016 "Courtyard" collection of showstopping beaded and embroidered creations.

Naeem Khan Spring/Summer 2017

Council of Fashion Designers of America (CFDA) member and acclaimed New York-based red carpet designer, Naeem Khan, debuts in Asia at SGFW with his Spring/Summer 2017 collection. 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. Most recently, Khan dressed First Lady Michelle Obama in an iconic yellow dress while hosting Singapore Prime Minister, Lee Hsien Loong, and his wife during their state visit to the White House in August 2016.

Self-Portrait Spring 2017

Malaysian-born, London-based Central Saint Martins graduate, Han Chong will showcase his Spring 2017 collection of effortlessly feminine designs with a modern edge. 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

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

celebrities such as Rachel McAdams, Kendall Jenner, Gigi Hadid, Miranda Kerr, Reese Witherspoon, and Kristen Stewart. His striking designs are stocked at prestigious international retailers such as Selfridges, Bergdorf Goodman, Neiman Marcus, Lane Crawford, NET-A-PORTER and MATCHESFASHION.COM.

HOMEGROWN FAVOURITES

Ong Shunmugam

Award-winning Singapore-based label Ong Shunmugam will showcase its newest collection of elegant, modern interpretations of traditional Asian silhouettes. Since the label's launch in 2010, Ong Shunmugam has burgeoned into an international sensation, winning multiple awards and establishing a cult following in the region and beyond for its inventive takes on Southeast Asian women's fashion.

exhibit Fall/Winter 2016, presented by Charles & Keith

Local label exhibit will return to the SGFW runway to showcase its minimal, wearable Fall/Winter 2016 collection, its third runway collection to date. Last season's strictly monochrome palette and sportier attitude will give way to a more feminine, girly collection of lush crushed velvets, sultry satins, and tailored silhouettes.

ARISSA X Collection N°1, presented by Land Rover

Founded by style personality Arissa Cheo, new local ready-to-wear and accessories label, ARISSA X, will debut at SGFW. From her time spent studying in Los Angeles, to her obsession with all things related to "girl culture", Cheo cites pop icons like Aaliyah, Jane Birkin and Vanessa Paradis as points of inspiration, combined with the irreverence of 90s supermodels and her jet-set lifestyle. For its first collection, ARISSA X fuses trompe l'œil details with elements of glamour, rock 'n' roll fashion and grunge to present designs reminiscent of Cheo's personal style.

OTHER HIGHLIGHTS

Harper's BAZAAR Asia New Gen Fashion Award 2016

Eight emerging designers from Singapore, Malaysia, Indonesia and Thailand will unveil their collections on the SGFW runway as they vie for the top spot in this annual regional fashion design competition.

Tiffany & Co. Showcase

SGFW Official Jewellery, Tiffany & Co., 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.

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

SINGAPORE FASHION WEEK ACCESS (SGFWA)

MAX.TAN: Presented by Microsoft Surface Spring/Summer 2017

Fashion Futures Showcase

Best known for his monochromatic, geometric creations and use of drapery, local designer Max Tan, will showcase his Spring/Summer 2017 collection of avant-garde designs in the MAX.TAN: Presented by Microsoft Surface show. Tan's designs empower the modern women with his minimalist yet structured tailoring, and his partnership with the technology leader this year will unveil a new dimension in defining the modern woman who balances both work and play. This year, Max will be working with leading creative visionaries, Darren Ng and Ong Kian Peng, to bring a multi-faceted visual presentation of his collection, which will challenge the notion of androgyny and stereotypes. The Microsoft Surface will feature in this year's runway, where audiences can expect surprises and be inspired on how technology can help them achieve much more.

Aijek Fall/Winter 2016

Fashion Futures Showcase

Launched in 2010, self-taught designer Danelle Woo's label Aijek prides itself on creating a sensible and versatile wardrobe of timeless centrepieces, quality workmanship and natural sustainable fabrics. The local womenswear label will show its Fall/Winter 2016 collection of beautiful, easy and effortless pieces in modern feminine silhouettes that will transcend seasons.

Stolen Spring/Summer 2017

Fashion Futures Showcase

Singapore-based fashion brand, Stolen, will be presenting its first show at SGFWA with its Spring/Summer 2017 collection. A former creative group head of advertising firm Ogilvy & Mather, designer Elyn Wong is well-known and loved for her pure, minimalist designs and architectural approach to garment construction. An exposed back, revealing one of the most elegant parts of the feminine body, has become the recognisable signature detail of a Stolen garment. The Spring/Summer 2017 collection explores the duality of conflict and coexistence using an interplay of textures and materials that both complement and contrasts, accompanied by a colour palette that speaks to the complex nature of simplicity - shades of nude, grey and white.

The Art of Shoes Design Competition 2016, presented by the Textile and Fashion Federation Singapore (Taff)

The Art of Shoes Design Competition 2016, presented by the Textile and Fashion Federation Singapore (Taff), is organised in collaboration with Pazzion, e2i and WDA. In preparation for the competition, participants underwent a four-day "WSQ Draw Digital Footwear" course with Taff trainers before designing one Ballerina Shoe, Ladies' Wedge Sandal and Ladies' High Heel Court Shoe each as part of their submission. The competition seeks to highlight the skill, creativity and

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

effort that go into the making of footwear. 24 of the best shoe prototypes from the eight finalists, Low Zhao Hong, Carrie Han, Onn Jia Min, Ameline Tan, Steffi Goh, Cheong Sheng, Patel Shivangi Gautam and Adeline Huang, will be showcased at the competition's grand finale at SGFWA.

ALT X LASALLE Showcase 2016

Local accessories label **ALT**, by jewellery designer Angie-Lai Tay, will return to SGFWA 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.

CHI CHI VON TANG 4Q16 Collection

Singapore-based independent fashion brand, **CHI CHI VON TANG**, will be making its SGFW debut this year. 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.

Sheranut

Sheranut is a womenswear label by Thai actress and singer, Namcha Sheranut Yusananda. Established in 2014, Sheranut made its debut retailing their designs solely on Instagram. The label soon took Thailand by storm, blossoming into a full-fledged fashion label with physical presence in brick-and-mortar stores in Thailand. The brand will showcase its newest collection of fun, feminine designs on the SGFWA runway.

Nude Femme Cruise 2016/2017

New womenswear label Nude Femme, will make its SGFW debut with its range of luxurious, sensual pieces made for the confident, modern woman. . Perth-based handpan drum musician, Sam Maher will provide accompanying musical tunes for the show, which he has composed especially for Nude Femme's Cruise Collection.

Nida Shay

Nida Shay is a ready-to-wear brand by Abu Dhabi-born, Singapore-based designer Nida Tahir Shaheryar. Originally an Economics graduate of the University of Manchester, Shaheryar decided to pursue her love of fashion dreams instead at Parsons School of Design in Paris, before launching her own label, marrying flattering, sleek cuts with intricate hand embellishment and embroidery.

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

MASHIZAN Spring/Summer 2017

MASHIZAN is a shoe label founded by Mashizan Masjum, a Singapore-born documentary filmmaker, whose works have been shown on National Geographic and The History Channel. Made for the sophisticated and fashion-forward woman, Mashizan prides itself in the use of high-quality leather from reputable Tuscan tanneries for designs evoking the elegance of Sophia Loren and pleasures of 'La Dolce Vita', and made by the finest of Florentine craftsmen. The label's Spring/Summer 2017 collection is inspired by the kaleidoscope of extreme landscapes and spectacular architectural constructions featured in the Home & Garden TV series, *Extreme Living*, a documentary series filmed by Masjum himself in 2008.