

**SINGAPORE
FASHION
AWARDS
2017**

GOING BEYOND TRENDS

Announcing the Finalists of the Singapore Fashion Awards 2017



Credits: Photographer: RUI LIANG from LIGHTSPADE STUDIO, Fashion Director: DANIEL BOEY, Stylist: FAIRUL SHAH, Make-up: CELESTINE SNG (using MAC), Hair: EVANDE LOH, Models: JEAN YONG and MATTHEW TA from NOW Model Management

SINGAPORE [6 October 2017] – 2017 saw the local fashion industry take great strides globally with exciting international collaborations and retail expansion across the region. Singaporean labels are riding the retail storm with aplomb and going from strength to strength with innovation and savviness.

As the year draws to a close, let us take a retrospect and offer recognition to the individual efforts that have gone into the advancement of the local fashion industry over the last year.

Commonly synonymous with trends or brands, fashion is a deceptively simple term that truly goes beyond the glitz and the glamour of the runway. Each success story belies the contributions of respective experts from design and marketing, to styling, make-up and photography.

Organised by Taff and supported by DesignSingapore Council, the Singapore Fashion Awards 2017 will be recognizing the achievements of the fashion industry with a total of 13 categories. Classified into

three industry segments, Design, Marketing and Contributor, each award acknowledges the immense contributions of notable individuals, from designers to photographers and stylists.

“ *The industry has come a long way with local labels and individuals gaining greater prominence around the region and even globally. As we celebrate these achievements, it is imperative that we pay recognition to those who contribute tirelessly in the background to make this a possibility.* ”

- CEO of Textile and Fashion Federation, Lynette Lee

The Design Awards

The Design Awards include the coveted **Designer of the Year Award** and **Emerging Designer of the Year Award** for both Fashion and Accessories, the inaugural **Bespoke Award** as well as the **Honorary Award**.

Assessed on creativity, originality, brand communication and consistency, the finalists in the running for the prestigious **Designer of the Year Award (Fashion)** 2017 are Danelle Woo of timeless and feminine label, Aijek, Chelsea Scott-Blackhall of contemporary-classic street wear label, DZOJCHEN, and Jessica Lee and Yong Siyuan of menswear label Nuboaix.

In the running for the **Designer of the Year Award (Accessories)** 2017 are Quanda Ong of the first storytelling bag label, Gnome & Bow, Marilyn Tan of designer luxury label, Marilyn Tan Jewellery, and Mandy Wu of her eponymous label, Mandy Wu.

Winners of the **Designer of the Year Award** will receive a trophy, a cash award of \$5,000 as well as the invaluable opportunity to be a part of upcoming pop-up opportunities.

To further spur the development of the industry, the Singapore Fashion Awards seeks to acknowledge the contributions of emerging labels such as Elizabeth Soon of multifaceted daily wear label, AMETSUBI, Rebecca Ting and Daniel Chew of contemporary womenswear label, BEYOND THE VINES, Amos Ananda Yeo of elevated menswear and unisex high streetwear label, Amos Ananda for **Emerging Designers Award (Fashion)** 2017.

The finalists for the **Emerging Designers Award (Accessories)** 2017 include Afzal Imram and Lin Ruiyin of luxury label of fine jewellery and objects, State Property, Mashizan Masjum of designer luxury shoe label, Mashizan and Gary, Joel, Clement and Jonathan of design-driven label Tribute by 79 Tribal Nation.

Winners of the **Emerging Designers Award** will walk away with a trophy, a cash reward of \$3,000 as well as the opportunity to raise the profile of their respective labels at upcoming pop-up opportunities.

“ *As we show appreciation for the strong foundation established by our fashion pioneers, we are further encouraged by the creativity and tenacity of new designers to always push the boundaries of the local fashion industry. We are especially excited by the new labels that have emerged this year. As the design industry grows and develops, we see its impact on inspiring new generations of creative individuals who are entrepreneurial, innovative and forward-looking.* ”

- Ms Agnes Kwek, Executive Director of DesignSingapore Council

The inaugural **Bespoke Award** was introduced to recognise the shift in consumer purchasing habits and the increasing popularity of bespoke services. The winner will be selected based on the originality and creativity of their bespoke designs, and their ability to convey the story and inspiration behind the

bespoke piece while staying true to their brand DNA. Finalists and winners will be announced on the day of the awards ceremony, 24th November 2017.

The Marketing Awards

There is no denying the impact that traditional and new media marketing has on the success of a label. The Marketing Awards acknowledge the most buzz-worthy local labels, including the **Best Marketing Award**, **Best Collaboration of the Year Award** and the **Top 3 Most Popular Brands of the Year Award**.

The winner for the **Best Marketing Award** will be selected based on creativity as well as the buzz generated by their marketing campaign. In the running for the **Best Marketing Award** are heritage inspired apparel and lifestyle label, Benjamin Barker, luxury swimwear label, KBLU artisanal textile label, Matter Prints.

Integral to building a successful brand today is the acumen and foresight to identify opportunities to establish a partnership with complementary brands and labels to create a unique and synergistic collaboration. A successful collaboration lends a wholly different depth and dimension to the label by creating the opportunity to test boundaries and push beyond limitations. Making their mark through such unique collaborations, and vying for the **Best Collaboration of the Year Award**, are Carrie K. for their collaboration with Disney for a Beauty and the Beast Collection, Sabrina Goh for the Starwars collection in collaboration with Disney and Ling Wu in collaboration with local designer lifestyle brand, Onlewo for a limited-edition collection.

The finalists for the **Top 3 Most Popular Brands of the Year** award were selected based on their ability to resonate with their target markets. The contenders for this award are Benjamin Barker, Beyond The Vines, By Invite Only, Collate the Label, KLARRA, Love, Bonito, Matter Prints and The Mindful Company. The winners will be selected via a month-long public vote which opens on 10th October that runs until 9th November 2017. Cast your vote at www.singaporefashionawards.com.

The Contributor Awards

Crucial to the success of the industry are the individuals who work tirelessly behind the scenes. The Singapore Fashion Awards pays homage to these make-up artists, photographers, fashion stylists and hair stylists, and their invaluable contributions with the **Outstanding Contributor of the Year Awards**.

The following individuals have been identified for the essential roles they played in furthering the fashion industry in their respective fields.

In the running for **Make-Up Artist of the Year**, Clarence Lee, Elain Lim, Peter Khor, and Rick Yang.

Hairstylist of the Year, Marc Teng, Edward Chong, Sean Ang and Manisa Tan.

Fashion Photographer of the Year, Chuck Reyes, Joel Low, Stefan Khoo and Micky Wong.

Fashion Stylist of the Year, Randolph Tan, Daryl Alexius Yeo, Chia Wei Choong and Jeremy Tan.

Find out more at www.singaporefashionawards.com, www.instagram.com/taff.sg and www.facebook.com/taffsg.

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ABOUT TEXTILE & FASHION FEDERATION (TAFF)

Textile & Fashion Federation (Taff) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with government commitment, Taff is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities of the industry. Taff further champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, Taff is able to raise the visibility of local fashion brands and businesses at home and overseas.

ABOUT SINGAPORE FASHION AWARDS (SFA)

Organised by Taff, the Singapore Fashion Awards is set to honour individuals whose contributions have significantly shaped the fashion industry of Singapore. By recognising our nation's talents, we are able to showcase Singapore designers both locally and globally, spotlighting the industry that we are proud to call our own. The awards will be held at the W Singapore Sentosa Cove on the 24th November 2016. Celebrating the greats as well as recognising stars, come witness artistry, vision and glamour take centre stage at the most anticipated event of the year.

ABOUT DESIGNSINGAPORE COUNCIL

DesignSingapore Council's (Dsg) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. Dsg is a division of the Ministry of Communications and Information.

www.designsingapore.org

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