



MEDIA RELEASE

Raffles brand ready to shine as IMG forms strategic partnership with China's largest internet company, Tencent.

SYDNEY, 3 April, 2014 – In an unprecedented move bound to propel the Australian fashion industry to new levels of popularity across China, IMG Fashion today announced a long term strategic business partnership that will increase the promotion of Mercedes-Benz Fashion Week Australia designers across Tencent's online community of 798 million active users and introduce Chinese talent to the Australian industry. This is stellar news for the Raffles' brand name which is already ubiquitous across the Asia-Pacific region, enjoying as it does an outstanding reputation in delivering formidable fashion design programs.

Raffles will showcase collections from: ASANOVSKI, DIYANA KOSSO, GABRIEL LEE, OPHELIE, PAUL NATHAPHOL, SARA ALJAISM and WILL BE on 9 April at Carriageworks. Two out of the seven emerging designers showing at MBFWA hail from the Singapore campus, and five from the Sydney campus. The online exposure of the international showcase across China should further highlight Raffles' finely honed curricula across burgeoning markets due to IMG's strategic media alliances.

This new partnership [between IMG and Tencent] will see exclusive videos, collection runway shows and unique content broadcast across a multitude of Tencent's leading platforms; globally recognised as the world's most popular social channels. In addition to the airplay Australian designers will receive, the partnership will be sponsoring the show of Chinese designer and it-girl, Lan Yu, at Mercedes-Benz Fashion Week Australia this season.

Widely recognised as a leader in social and digital innovations, Tencent is currently ranked as the third largest internet company in the world, behind Google and Amazon and worth over \$100 Billion on the Hong Kong Stock Exchange. In 2013, Fast Company voted Tencent No.1 of China's Top 10 Innovative Companies, No. 1 of Global Top 10 Innovative Companies in Social Media, No. 2 of Global Top 10 Innovative Game Companies and No. 16 of Global Top 50 Innovative Companies. As well, Tencent Fashion channel has the most viewers and highest track record of user engagement across the country.

“It's incredible to think about the reach that our collaboration with Tencent will bring to our Australian designers. Studies show that a majority of Chinese fashion fans make pre-meditated purchases, as opposed to impulse buys. By introducing these consumers to our designers and their brand's storytelling told during Mercedes-Benz Fashion Week Australia, we plant the seeds increasing awareness of our designers,” says Elle Turner, Director, IMG Fashion.



The exposure of Raffles' brand throughout China during MBFWA due to IMG's online reach coincides with the college's participation in China Graduate Fashion Week on 26 April. One of the highlights of the week is a glittering embassy event on the 27th as well as the Forum for 2014 Honghua Digital-China Graduate Fashion Week on the 28th.

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