

## **Raffles alumni dazzled on the runway of Shanghai Fashion 2013 SS**

October 24 2012, Shanghai – This year, Shanghai Fashion Week celebrates its 10<sup>th</sup> anniversary with 40 dazzling fashion shows from October 18<sup>th</sup> to 24<sup>th</sup>, attracting global attention from the industry and media. Internationally acclaimed designers such as Vera Wang or Nathan Jenden showcased their collections. Following in their footsteps are Chinese designers who are proving to the world their country is a creative powerhouse! Among them, young designers nurtured by Raffles Design Institute Shanghai have become a force to be reckoned with. This season, 3 Raffles alumni, Nicole Zhang, Lily Lee and Helen Lee confirmed through their strong designs *the institute's long lasting reputation for fashion forward thinking*.

Nicole Zhang revealed her unique on October 19<sup>th</sup> in a multi-brand show presented by I.Modec, an online platform for domestic and international design brands. Her eponymous brand is based on Nicole's personality: independent, cosmopolitan; a free spirit wrapped in grace and minimalism. Nicole has always been an opinion leader in the fashion industry. In this collection, she manipulated high-tech fabric while her inspiration combined Rock music elements with a futuristic style

On October 21<sup>st</sup>, Day 4 of Shanghai Fashion Week, 2 Raffles alumni held their individual shows. The first one to hit the runway was Lily Lee with her brand 熙素 (XISU). She is a new comer in the local fashion scene. Lily works with Cao Qin Cheng (Winnie) and Jin Xin (Amy) who are also fashion design graduates of Raffles Design Institute Shanghai. The brand philosophy of XISU traces its inspiration back to the Chinese concepts of simplicity and harmony,

Through her collection Lily addresses individuals absorbed by their busy cosmopolitan lifestyle and urges them to slow down in order to re-learn to appreciate the simplest joys of life. For this season, XISU combined natural fibers with a monochrome color palette as foundation and

draped designs to create a minimalistic yet sophisticated look. A touch of mocha is also added with wine red and deep moss green to emphasize warmth.

Later on that day, another successful graduate of Raffles, Helen Lee, whose name has become synonymous with Shanghai fashion, stunned the audience with her latest collection called WAKE. Helen believes our dreams are like a black and white film, recognizable as reality but lacking in substance and tangibility. There is beauty, and ambition that exist in our minds. There are unseen connections and achievements unrealized. It is clear that we have to wake up to make our dreams a reality. "Wake" is about the serendipitous moment when we choose to act to make our dreams come true. The collection has a feminine and chic look, featuring Ready to Wear, Jet Set travel wear, and party dresses.

Three designers, three different shows, all from one DNA: Raffles Design Institute Shanghai. Nicole Zhang, Helen Lee and Lily Li are just a few successful examples among thousands of Raffles graduates. Nurtured by an international pool of lecturers, the students are pushed to pursue their dreams. More and more young designers from Raffles Design Institute will continue to shine on the grand stages of the international fashion scene.



Nicole Zhang's 2013 SS collection



2013 SS collection of HELEN LEE on the runway of Shanghai Fashion Week



HELEN LEE "WAKE" Collection brings romantic and feminine elements to spring time



2013 SS Collection of XISU: Simplicity



Classic black and white, delicate details and elegant silhouette are key elements of XISU collection.



Raffles management, lecturers, students and alumni gather together at Shanghai Fashion Week.

## About Raffles Design Institute, Shanghai

Established in 1994, Raffles Design Institute, Shanghai is a collaboration between Singapore's Raffles Design Institute and Dong Hua University, China. The college enjoys pioneer status as one of the earliest approved Sino-Foreign Joint Cooperative Schools in China.

Raffles Design Institute, Shanghai is located within the campus of Dong Hua University, one of the most prestigious top ranking universities in China. The college enrolled its first intake of students in March 1995 and is the leading creative and business education provider in China offering higher education programs of international standards across a variety of disciplines in a multicultural setting.

Raffles Design Institute, Shanghai is committed to nurturing creative talents and design management expertise for the arts and design industry. Over the years, the college has built up a strong reputation for producing the most talented young designers and creative professionals in the region.

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