

## **“Design by Raffles” made a splash on the red carpet of 2013 China Trends Awards**

14 January 2014 - The star-studded annual China Trends Awards in Beijing, jointly organised by Beijing Television and Trends Media Group, recently honoured prominent fashion figures and Raffles Designers for their significant contributions to the industry for 2013.

China Trends Awards, acknowledged to be the most prestigious award-giving body honouring elites from both the fashion and entertainment industry, celebrated its fifth year bringing together celebrities such as Guo Tao and his son Wu Mochou, Ni Ni, Fang Wenshan, Guo Pei, Lawrence Xu, Ma Yanli, Li Dongtian and many other fashion and entertainment icons. While China Trends Awards paid tribute to local and international top brands of haute couture, it also rolled out its red carpet to the avant-garde creations of “Design by Raffles”.

“Design by Raffles” once again took the spotlight in the ceremony when several stars flaunted a vast array of exquisite craftsmanship from Raffles Design Institute Shanghai. These stars included Pepsi’s China Marketing Officer Richard Lee with his eye-catching dark suit designed by Lux Xi Fan, accompanied by Pepsi Ambassador Momo Wu whose outfit was designed by Raffles student Sthefany Soesanto with a red dress lavishly accentuated by red stripes and dots, embellishing an image of beauty and youth. Soesanto also designed Momo Wu’s stylish performance costume. The outfits of Wu Zujun and Li Minze, who were the winner and the first runner-up respectively at the *Cool Guy Competition*, were designed by Raffles student Lux Xu, who specifically created for them a distinctly flamboyant “gentleman” and “hip-hop” styles respectively.

China Fashion Design continues its tradition of redefining glamour and setting new trends as it brings together China’s top fashion elites to work at this time with Raffles designers. The award, which is a milestone for Raffles students and with it being an opportunity for them to showcase their works with the country’s well-known designers, undeniably elevates public recognition towards “Design by Raffles”. Furthermore, Beijing Television featured the award ceremony on 20 January, highlighting the discovery of Raffles designers’ talent.

Through the strategic partnership with Pepsi, students from Raffles Design Institute Shanghai will design outfits for all stars attending the Pepsi Academy Project, jointly established by Trends Media Group and Pepsi. After Momo Wu who participated in the first season of the training, outfits of other stars in the second season including Ai Fei, the third prize winner of 2013 Chinese Idol, new popular stars Deng Ning, Sun Zujun and Li Minze of Asian Wave, have also been designed by students from Raffles Design Institute. The clothes of these emerging stars were all designed by Xu Lifan, Dai Di, Peng Na, Xu Wenting, Marcuse Sun and Sthefany Soesanto. These students who participated in designing outfits for Pepsi Design and Music College recently graduated in 2013 and took part in Raffles Show during the Shanghai Fashion Show in October last year.

Raffles Design Institute Shanghai is committed to deepening cooperation with well-known international companies to provide students with an invaluable

platform to unleash their creativity and talent. Through this recent collaboration with Pepsi, Raffles students are afforded with an opportunity unmatched by other students to exhibit their designs on such a highly-regarded and momentous event.



Richard Lee, CMO of Pepsi Great China and MoMo Wu present Lux Xu's and Sthefany Soesanto's designs respectively.



Three students from Raffles Design Institute, Shanghai, Didi Dai (first on the left), Lux Xu (third on the right) and Vicky Peng (first on the right) gear up for the awards with Li Minze and Sun Zujun.



Raffles Designer Vicky Peng poses with renowned Chinese designer Lawrence Xu at the backstage.



Media take a snapshot of Raffles Designer Didi Dai with Richard Lee, CMO of Pepsi Great China.



Raffles Designers with celebrities Li Minze and Sun Zujun.





The four emerging stars Deng Ning, Ai Fei, Sun Zujun and Li Minze showcase their outfits for Pepsi Academy Project all from "Design by Raffles".



Ai Fei flaunts her performance costume designed by Raffles Designer Vicky Peng.

## 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. Throughout its nearly 20 years of development, Raffles Design Institute, Shanghai has become 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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