



Raffles
College of Higher Education



Cert No. : EDU-2-2033
Validity : 16/01/2012 - 15/01/2016

Raffles College of Higher Education Pte. Ltd.
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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

THE NEW EDGE – RAFFLES GRADUATES 2013

Singapore, 19 December 2013 – After years of hard work, our Raffles graduates finally surface and are ready for their next challenges in becoming the new cutting edge. Their works and results were displayed and witnessed by their families, prominent designers, key industry figures, and numerous distinguished guests at Fairmont Singapore on 10 December 2013.

Professor Maureen Wayman, OBE, former Dean of the Faculty of Art & Design and Pro-Vice Chancellor of Manchester Metropolitan University, commented, “I am impressed by the range of collections that were showcased. Majority of them are wearable, of high standards of finish, and are beautifully made. The use of fabric is remarkable as some are able to put different surfaces such as knit, weave, fur, leather, embellished fabric together to create very rich surface textures and colour palettes. Graduates should keep on going now because they have learnt a great deal. Until they apply that learning, they are not going to make a difference in the industry.”

Grooming of the next generation of Raffles Designers, Marketers and Entrepreneurs will not be possible without the support from our industry partners. In line with this vision, we commenced the collaboration with VMSD for the VMSD Young Talents Scholarship Award this year by signing a Memorandum of Understanding (MOU) with Dr Loretta Chen, Creative and Business Development Director of VMSD. Sponsored by VMSD, a leading agency specialising in full integrated brand activation strategies, the award aims to give out scholarships worth of \$10,000 to 4 full-time students per year. It serves as a form of recognition to our young and talented uprising students.

Dr Loretta Chen, Creative and Business Development Director of VMSD, remarked, “I was really impressed by the standards of all the graduates. Their works were of high standards and they had cutting edge and innovative ideas. For the fashion show, it was well-curated and it displayed a wide ranging of designs, taste and expressions. They challenged themselves to the extreme and spared no effort in the choice of fabric and thought processes. It was indeed very commendable.” An advocate of education and art, she encouraged all graduates, “Dream big, work hard. Always be grateful, creative, and on the constant lookout for the small details. Always question, always challenge and never stop dreaming and believing.”

For the first time, shoes for the fashion show were sponsored by Elska, an online shoe boutique based in Singapore set up by Raffles alumnus Ace Chia and current Raffles student Jessalynne Woo, who is studying Bachelor of Design with a major in Fashion Marketing. As a Raffles Fashion Design graduate, Ace Chia knew that their artistic edge designs can elevate a designer’s collection and save



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time for the students in looking for the right shoes to match their collections. To the graduating and current students, she said, “Embrace ambiguity, never give up and always enjoy the process of what you do.”

EDGE Graduation witnessed the first master collection during the fashion show by Cynthia Fransisca Haryono, a graduate in Master of Design majoring in Fashion Design. Her collection was inspired by darkness, death and sex and it came from Lilith, first wife of Adam in Genesis. “I would not be able to achieve what I have today without the guidance from Joe, Principal of Raffles College of Higher Education. Joining Raffles is my best decision in life,” exclaimed Cynthia Fransisca Haryono.

Samsung sponsored tablets for the viewing of our virtual fashion books for the VIP guests (refer to appendix). On top of the fashion show, graduating students across various faculties brought together an exhibition that showcased their outstanding and spectacular collections to the guests. “The exhibition was really innovative. It was great seeing that the students are going forth and believing in what they are doing,” commented Alicia Tan, Editor of Cleo Singapore.

Besides the support from our industry partners, we have also garnered support from our very own Raffles Alumni. Fashion and lifestyle event producer and fashion creative director, Daniel Boey and Raffles Alumni Eve Tan and Luke Elijah Lim were the judges for the pre-judging of fashion design. Industry partners Meghna Mistry (Fashion Editor of Zalora.com), Alicia Tan (Editor of Cleo Singapore) and Vanessa Seow (Founder of Tivanity) were invited as the judges for our Fashion Marketing Project presentation. “Have passion in what you do and do what you inspire” is advocated by the judges to our students.

Other VIP guests also included Professor Maureen Wayman, Professor Nancy Spanbroek and Associate Professor Vincent Rondia. They were the external examiners for degree students in fashion design, fashion marketing, product design, interior design, jewellery design, graphic design, multimedia design and animation.

With 12 years of practical experiences and 22 years of teaching, Professor Nancy Spanbroek encourages, “Students need to understand that this is just the beginning of their learning. They need to work hard to go far. Don’t give up. There will always be difficulties times but if you really believe in what you are doing and have passion in it, then work hard and enjoy.”

Zhou Shengtian, the top student in Advanced Diploma in Fashion Marketing & Management and the recipient of the VMSD Young Talents Scholarship Award, shared, “I am really grateful and thankful for all the support that I have garnered from my classmates and lecturers. Without them, I would not have made it. Through Raffles College of Higher Education, I have learnt skills and knowledge that I would not be able to acquire at any other place.”



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On top of our emerging Raffles graduates, Alfie Leong received the President's Design Award 2013 whereas Joe Chia is one of the winners for Asia's Most Influential Designer Award at the Mercedes-Benz STYLO Asia Fashion Week 2013. Sean Loh and Sheila Agatha emerged as the winners of Malaysia and Indonesia regions respectively for the Asia New Generation Fashion Designer Award. With these recent achievements gained by Raffles Alumni, Raffles College of Higher Education is proud to continue in grooming student talents, instilling industry-relevant skills and knowledge in our graduates, and bringing them to the cutting edge, ahead of others.

Raffles College of Higher Education witnessed 504 graduates for this cohort and we hereby congratulate all our new edge graduates and wish them all the best in their future endeavours.

-Ends-

Appendix I



The signing of Memorandum of Understanding (MOU) for the Young Talents Scholarship Award by Dr Loretta Chen (left), Creative and Business Development Director of VMSD and Yong Reei Pyn (right), Assistant College Director of Raffles College of Higher Education.



Master graduate Cynthia Fransisca Haryono's collection titled "Beyond the Veil".



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Tablet sponsored by Samsung for the viewing of our virtual Fashion Book by our VIP guests.



Guests can also scan the QR code to view our virtual Fashion Book.



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Exhibition brought together by our graduating students across various faculties.



Judges for the fashion design pre-judging session: Fashion and lifestyle event producer and fashion creative director, Daniel Boey (in the middle) and Raffles Alumni, Eve Tan (on the right) and Luke Elijah Lim (on the left).



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Judges for Fashion Marketing Project presentation: Alicia Tan (Editor of Cleo Singapore), Vanessa Seow (Founder of Tivanity) and Meghna Mistry (Fashion Editor of Zalora.com).



The external examiners - Professor Maureen Wayman, Professor Nancy Spanbroek (on the left of the 2nd photo) and Associate Professor Vincent Rondia (on the left of the 3rd photo).



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Alfie Leong on stage receiving his award from Singapore President Dr Tony Tan, witnessed by Chairman of DesignSingapore Council, Mr Robert M Tomlin (on the left) and CEO of Urban Redevelopment Authority, Mr Ng Lang (on the right).



Raffles Alumni Sean Loh and Sheila Agatha at the grand finals of The Asia New Generation Fashion Designer Award 2013 competition. *(Photo courtesy of Fashion Club Update)*



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Click [here](#) to view a short video of our EDGE Graduation Exhibition and Fashion Show!

Appendix II

VMSD YOUNG TALENTS SCHOLARSHIP AWARD RECIPIENTS



Pa Pa Phyo
Advanced Diploma in Fashion Design
VMSD Young Talents Scholarship Award
Best Collection Award - Winner



Zhuo Shengtian
Advanced Diploma in Fashion Marketing & Management
VMSD Young Talents Scholarship Award
Top Student Award



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TOP STUDENTS



Zhuo Shengtian
Advanced Diploma in Fashion Marketing & Management
VMSD Young Talents Scholarship Award
Top Student Award



Incubees (group name)
Zhuo Shengtian, Aqshwini Nair
Lee Sze Chieh, Yong Wei Allester Loo,
Charmaine Ang Jia Min
Advanced Diploma in Fashion Marketing & Management
Best Business Proposal for Fashion Marketing



Angie Drewty Kusmulyadi
Advanced Diploma in Interior Design
Top Student Award



Teo Wen Yan
Advanced Diploma in Jewellery Design
Top Student Award



Ye Tingting
Advanced Diploma in Jewellery Design
Top Student Award



Clarissa Sulaeman
Advanced Diploma in Visual Communication
Top Student Award

Institutes of Raffles College of Higher Education

RafflesEducationCorp

Raffles DesignInstitute **Raffles** MerchandisingInstitute **Raffles** School of Business **Raffles** Academy of Continuing Education

Australia • Cambodia • China • India • Indonesia • Malaysia • Mongolia • Philippines • Saudi Arabia • Singapore • Sri Lanka • Thailand



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Yosephine Wibisono
Advanced Diploma in Multimedia Design
Top Student Award



Nguyen Thi Be Dinh
Advanced Diploma in Business (Tourism & Hospitality Management)
Top Student Award



Van Laer Linda Elisa
Specialist Diploma in Applied Psychology
Top Student Award

BEST COLLECTION AWARDS FOR THE ADVANCED DIPLOMA IN FASHION DESIGN



Pa Pa Phyo
Advanced Diploma in Fashion Design
VMSD Young Talents Scholarship Award
Best Collection Award - Winner



Zhao Junshen
Advanced Diploma in Fashion Design
Best Collection Award - 1st Runner Up



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Zhao Xueni
Advanced Diploma in Fashion Design
Best Collection Award - 2nd Runner Up

PARAGON WINNERS (FOR RAFFLES PRIVATO)

Cynthia Fransisca Haryono
Fenny Wong
Nguyen Thi Nhu Y, Lin
Putri Arif Febrila
Le Vu Kim Long, Lucas
Yohana Setiawan
Desy Christina
Nguyen Hoang Xuan Thi
Yovani Andrian Siswanto Turner
To Phan Dieu Linh, Liz

About Raffles College of Higher Education

Raffles College of Higher Education (“RCHE”) is a subsidiary of Raffles Education Corporation Limited (“RafflesEducationCorp”), the largest private education group in Asia-Pacific. RCHE currently operates four education brand names, namely Raffles Design Institute, Raffles Merchandising Institute, Raffles School of Business and Raffles Academy of Continuing Education (“RACE”). RafflesEducationCorp has an extensive network of 34 colleges in 31 cities across 12 countries in Asia-Pacific: Australia, Cambodia, China, India, Indonesia, Malaysia, Mongolia, Philippines, Saudi Arabia, Singapore, Sri Lanka and Thailand.

Raffles Design Institute

Raffles Design Institute (Singapore) was established in 1990 as an educational institution dedicated to the professional design disciplines of Fashion, Interior Design, Interactive Media (Multimedia Design, Animation and Games Design), 3D (Product Design and Jewellery Design), and Visual Communication (Graphic Design).



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Raffles Merchandising Institute

Raffles Merchandising Institute (Singapore) (formerly known as Raffles Merchandising School) was established in November 2006 as an educational institution dedicated to the professional disciplines of Fashion Marketing and Management, Retail Management, and Fashion Communication and Journalism.

Raffles School of Business

Raffles School of Business (formerly known as Raffles Education Corp College) was established in 1999. It is one of the leading business institutes in Singapore, offering undergraduate and postgraduate programmes in Marketing, Management, Banking, Finance, Tourism and Hospitality Management, Applied Psychology, Cloud Computing and IT Security, and Entrepreneurship and Small Business Operations.

Raffles Academy of Continuing Education (“RACE”)

RACE was established in December 2011 to provide quality continual learning to adult learners who aspire to upgrade their existing skills and expand their knowledge horizon. Classes, conducted by subject-matter-experts, are complete with practical sessions to enhance the learning experience at the Academy.

All RCHE programmes follow modern, international curriculums of the highest standard designed to nurture creative professionals and entrepreneurs. Its unique emphasis on both academic theory and practical experience, coupled with state-of-the-art technology applications and opportunities to work with industry professionals, ensures that all RCHE graduates are equipped with the necessary knowledge and skills that are demanded by employers worldwide.

CONTACT INFORMATION

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