

## **Global Beauty Pageant Miss Universe China Teams Up with Young Designers from Raffles Design Institute, Shanghai**

**1 September 2012, Shanghai** - It is going to be a busy and exciting term ahead for the hard working Fashion Design students from Raffles Design Institute, Shanghai. The Institute has been assigned the fashionable task by Miss Yue-Sai Kan, National Director of Miss Universe China, to collaborate with Miss Universe China on a variety of fashion-packed initiatives. These activities included a fashion workshop for the contestants and an opportunity for our students to work as backstage dressers for the Miss Universe China 2012 contest. To top it off, the students' biggest task yet is an amazing opportunity to design a complete wardrobe with Chief Fashion Stylist Lizzette Kattan for the newly crowned Miss Xu Jidan, 22, who will go on to represent China in the Miss Universe 2012 pageant contest in December.

Thankfully, our lecturers and students took some time out for fashion fun and frolics with 15 Miss Universe China contestants at the Fashion Workshop organised by the Institute on 14 August 2012. The workshop included lectures from Tom Gobels, a Fashion Design lecturer from Belgium who recently won the prestigious Changshu Fashion Cup. Tom gave the contestants an insight into the fashion design process along with tales of glamour and excitement fresh off the catwalk from international Fashion weeks. Animated Fashion Design lecturer and styling expert Jeremy Wee from Singapore gave a second lecture on this season's latest trends in terms of colors, fabrics, style and accessories. Miss Universe China's contestant, GE Chen from Shanghai, said, "It was very interesting to see the whole process of fashion design; I just normally buy a dress, but I didn't really know how much work goes into creating one." After the workshop, the group visited the 'Pixel 3' Exhibition at the Tong Qi Art Center on campus to see the creative works of our Visual Communications and Interior Design students.

Our young designers teamed up again with the contestants as backstage dressers for Miss Universe China 2012 at the Shanghai Oriental Theatre on 1 September 2012. The students really enjoyed the action-packed activities that took place backstage. They also got to meet the American celebrity and fashion superstar Miss Paris Hilton, who was the judge at the spectacular event.

Michael Yap, Executive Vice Dean of Raffles Design Institute, Shanghai, said, “We are very proud to be involved in this international beauty event. At Raffles Design Institute, Shanghai, we encourage our students to apply their international knowledge and skills to help grow and nurture the Chinese fashion industry. This is a wonderful and exciting opportunity for our students to get the international recognition they deserve for their talented efforts.”



Miss Universe China contestants with Executive Vice Dean Michael Yap (fourth on the left) and Academic Director Jean Baptiste Andreani (fourth on the right).



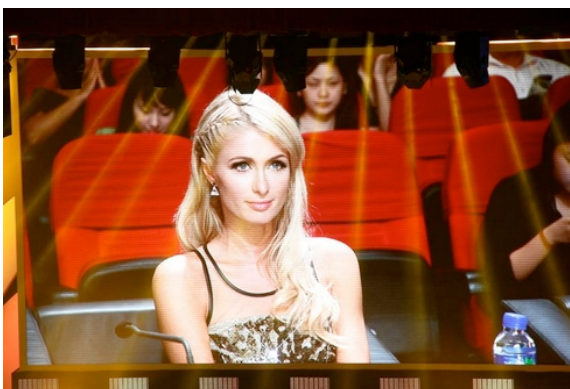
Miss Universe China contestant signing in on the 'Pixel 3' Exhibition's guest board.



Miss Universe China contestants at the 'Pixel 3' Exhibition at the Tong Qi Art Center at Donghua University.



Raffles Design Institute, Shanghai students with the Second Runner-Up Winner of Miss Universe China.



American celebrity and fashion superstar Miss Paris Hilton was in town as a judge for Miss Universe China.



Media Youku and PPTV interviewing Fashion Design lecturer Jeremy Wee.



Chief Fashion Stylist Lizzette Kattan and Raffles students discussing the fashion choices prior to the event.



Contestants posing on stage while a video depicting their prior visit to Raffles Design Institute, Shanghai was being played on-screen.

## 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.

### CONTACT INFORMATION:

Ms. Linda WANG

Admissions & Marketing

Tel: (86) 021-62378063 (Ext: 116)

Email: [rsh-enquiries@raffles-design-institute.com](mailto:rsh-enquiries@raffles-design-institute.com)

Address: No. 1882 West Yan An Road, Postal code: 200051

Website: <http://sh.raffles.edu.cn/>

Facebook: [www.facebook.com/RDIShanghai](http://www.facebook.com/RDIShanghai)