



PRESS RELEASE

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RAFFLES CAPTIVATES GUESTS AT ITS DECEMBER GRADUATION SHOW – SYMPHONY

Singapore, December 15, 2011 – With an all-rounded exhibition presented by some 300 graduates from various disciplines and two runway shows, Raffles College of Higher Education, Singapore (“RCHE”) and its graduates enchanted an estimated 1,000 guests who turned up in support of these young talents at its biannual graduation show on Monday, 12 December 2011.

Held at Fairmont Singapore, the Graduation Exhibition & Fashion Show also saw the signing of a memorandum of understanding (“MOU”) between the college and New York-based fashion designer, Mr Koon Lim for an apprenticeship opportunity. 10 Raffles Designers were also shortlisted by Singapore’s premier shopping mall, Paragon to stand a chance to kick-start their private labels at Raffles Privato.

Symphony was chosen as the theme for the December 2011 Graduation Show. A symphony is an elaborate composition that brings together different instruments for a full and dynamic orchestra. To Raffles, it is the amalgamation of the different departments coming together to make one School; Raffles Design Institute, Raffles Merchandising Institute and Raffles School of Business. Though different in disciplines, all Raffles students work together just like how an orchestra would perform to close its final cadence. RCHE is thus a symphony, and the synchronicity



of each and every individual in this institution is the playing of his particular part in the music.

An impressive total of 52 collections were laid out on the runways in front of an audience of seasoned practitioners of the fashion industry as well as a panel of celebrity judges at the college's Graduation Fashion Show. The panel consists of Mr Daniel Boey – famous show producer, Ms Kim Reyes – editor of *Designaré*, and Mr Koon Lim – New York-based fashion designer and owner-creator of *koonhor*.

Commenting on the calibre of the collections showcased, Associate Professor Giuseppe (Joe) Spinelli, Principal of RCHE said, "Many of the collections showcased bear commercial appeal and display a high level of creativity and professionalism. Raffles Designers never fail to impress with their inspiring imaginations and bold use of unconventional methods and materials in their designs."

The collections of three Raffles Designers in the graduating Advanced Diploma cohort were awarded 'Best Collection' by the panel. They are:

- Top Winner: Kwek Teck Chuan, *Samurai*
- 1st Runner-up: Steffie Setiawan, *Modern Times Chaplin*
- 2nd Runner-up: Marie A. De La Roche, *The Wanderer*

The college established a MOU with Mr Koon Lim as part of its continuous effort to provide a springboard for young talented designers to begin their journey into the world of fashion. Mr Koon Lim is one of the judges of the Graduation Fashion Show. Under the MOU, one Raffles Designer will earn the opportunity to work as an apprentice at *koonhor* to learn the ropes of the business under Mr Koon Lim for three months.



“RCHE is definitely one of the best design colleges around. Raffles students have clearly demonstrated their creativity and skills through their graduation collection and I am relatively pleased with the high level of professionalism they have shown,” said Mr Koon Lim. After interviewing the graduating cohort, Mr Koon Lim handpicked Ms Sophia Eng, second runner-up of the Triumph Inspiration Award Singapore 2011, as the recipient of the apprenticeship at koonhor after seeing her collection during the fashion show.

Representatives from Paragon also shortlisted 10 Raffles Designers to kick-start their career as fashion designers at Raffles Privato, which is located at the premier shopping mall on Orchard Road. A RCHE-Paragon collaboration, Raffles Privato is an incubator project aimed at assisting up-and-coming designers to establish and showcase their proprietary private labels. Raffles Designers selected by Paragon after one additional round of audition will commercialise their graduation collection at Raffles Privato’s Spring/Summer 2012 collection.

Mr Ong Kai How, RCHE College Director said, “We’d like to thank Paragon for offering this platform in support of budding young talents in the field of fashion. Under this fashion incubator, the selected Raffles Designers can look forward to better equip and express themselves through their design and private label.”



About Raffles College of Higher Education

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation ("REC"), the largest private education group in Asia Pacific. RCHE currently operates three education brand names namely, Raffles Design Institute, Raffles Merchandising Institute and Raffles School of Business. The REC Group has an extensive network of 38 colleges in 35 cities across 14 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka, Thailand and Vietnam.

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, Jewellery Design and Transportation Design), and Visual Communication (Graphic Design).

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, Infocomm Security and Biomedical Sciences.

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.

RCHE is registered with the Council of Private Education, Singapore and granted a 4-year registration under Section 36 (1) of the Private Education Act with effect from 13 June 2011 to 12 June 2015.

For more information on RCHE, please visit its website at www.raffles-college.edu.sg.

About Raffles Privato

Raffles Privato is an incubator project between Raffles Design Institute and Paragon Shopping Centre aimed at assisting up-and-coming designers to establish their own private label, in support of talented local designers and local fashion industry.

Located on Level 3 of the luxury shopping mall, the store is designed and managed by students from the design school's Visual Communication, Interior Design, Fashion Design Fashion Marketing and Management faculties.

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