

FOR IMMEDIATE RELEASE

BLUEPRINT 2015 Returns with Heightened Support for Homegrown Labels

Freshened with a new focus, expect a strategic alignment that will drive local designers into international markets.



16 March 2015, Singapore – Currently in its 6th edition, BLUEPRINT 2015 will feature an edited pool of Asia's freshest and established labels, as well as international brands that are looking to explore Asian markets.

BLUEPRINT Tradeshow, the fashion trade gateway for East West Exchange will be taking place from **14th – 15th May**, aiming to offer exciting sales and networking opportunities delivered with a uniquely personal touch.

The other core facet of BLUEPRINT, the **BLUEPRINT Emporium**, happening from **16th – 17th May**, is a two-day consumer shopping and lifestyle event where public can get their hands on cull samples, limited edition items, and off-season collections, many of which have never been stocked before in Asia.

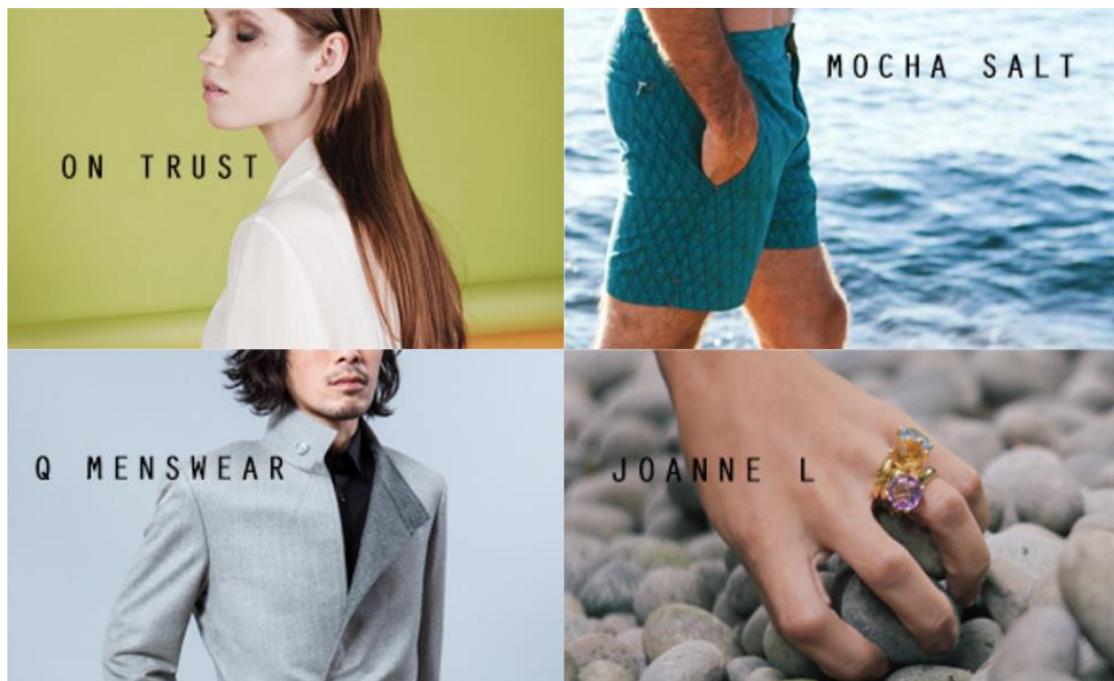
BLUEPRINT 2015 Presents only the Best

In the dynamic world of fashion and social media, Cruise collections have now become an autonomous collection on its own right due to the constant demand for fresh styles. Known as Asia's premier fashion tradeshow that uniquely specializes in launching Pre-Spring or Cruise collections, BLUEPRINT has always recognized the value and longevity of cruise collections on the shop floor.

Set to showcase only the best talents that are commercially ready to take the leap into the international market, BLUEPRINT tradeshow 2015 promises an elevation of quality designers recruited through a stringent selection and categorization process.

Trend Forecast for Pre-Spring 2016

The 2015 edition of BLUEPRINT will be gathering an array of up-and-coming and fashion-forward brands and buyers from countries such as Singapore, Thailand, Malaysia, Indonesia, Philippines, China, Taiwan, Hong Kong, Korea, Japan, Australia, United Kingdom, Germany, France and America. Classified into 7 trending style categories as forecasted from a buyer's perspective, labels will be grouped according to Feminine Chic, Modern Minimalist, Classic, Avant Garde, Bespoke Tailored, Sports, and Urban Streetwear – each of the style classifications will feature a variety of both ready-to-wear and accessory labels.



Making their debut at the trade show and emporium this year, ***Q Menswear*** is a locally based premium menswear label that offers both Ready-To-Wear fashion products and bespoke services to cater to every man's sartorial needs. Carefully tailored for a perfect fit, Q Menswear is made for the modern gentlemen that just wants to look good, sharp, and refined.

Returning to showcase at BLUEPRINT for the second time, jewellery brand ***Joanne L.*** is the moniker of Singapore-based designer, Joanne Low. Inspired by nature, geometry and contemporary architecture, each exquisite piece is individually handcrafted to convey the multi-faceted allure of a strong, elegant and confident woman.

Modern Minimalist Berlin based label ***On Trust*** is all about the weaving of unique structures with masterful workmanship to create timeless essentials for women.

Driven by the motivation to constantly find new ways to define beauty with sustainability in mind, On Trust is a label that insists on only natural and ecological high-tech materials to ensure top quality and longevity.

Showing for the first time this year, Sydney based label **Mocha Salt**, was established with the aim to create truly transitional and comfortable swimshorts for the active urban male. Not just perfect for swimming, Mocha Salt's highly durable and multi-functional swim shorts are great for hiking and biking, and are impeccably styled for the city as well.

Ms Joanne Low, founder and principal designer of Joanne L., and returning BLUEPRINT exhibitor, says: "I'm excited to be part of BLUEPRINT again this year. It is a great platform for local labels to showcase their collections to a much bigger audience and also a useful way to test a label's readiness for the international market."

BLUEPRINT Tradeshow Steers Toward a Buyer-Focused Course

Mr Mark Lee, President of Singapore Textile and Fashion Federation (TaFf), adds: "We are back for the 6th edition and like the ever changing industry, BLUEPRINT will continue to explore various platforms and ideas to propel international and local participants. The plans this year are incredibly exciting and we are sure will open up previously uncharted opportunities to participating designers."

Spearheaded by the expertise of Project Director Fay Nwokobia-Rees, former Head of Business Development for L'Oreal Melbourne Fashion Festival and supported by Melanie Keys, Buyer Management Consultant with 15 years of buyer experience at retailers such as Macy's and Saks Fifth Avenue, the BLUEPRINT 2015 tradeshow aims to educate and equip participating designers with commercially valuable insights and trade tools.

BLUEPRINT Designer Education Series and CFDA Collaboration

As part of the new direction, BLUEPRINT 2015 will launch the Designer Education Series, a host of webinars and networking sessions that will see heightened involvement from a panel of esteemed buyers. From visual merchandising to cultivating buyer relationships, each of these sharing sessions will address key topics through the perspective of buyers to provide the participating designers with first – hand industry knowledge that are essential for optimum brand establishment and exposure.

Always a proud supporter of our homegrown talents, BLUEPRINT tradeshow 2015 will be taking a huge step forward to propel two participating local brands into the international fashion market.

Included as part of the of exciting plans lined up in partnership with Council of Fashion Designers of America (CFDA), a panel of industry experts will be selecting a

Ready-To-Wear label and an Accessory brand to showcase their collections in New York with a showroom presentation.

All of these new directions serve to set BLUEPRINT apart from other fashion tradeshow. BLUEPRINT 2015 boasts it emphasis not only as a 4 day event but as a 365 days strategic alignment which will benefit designers before, during and after the event.

BLUEPRINT Welcomes Fashion Style Maven

On 17th May at BLUEPRINT Emporium, fashion aficionados and shoppers will also stand a chance to rub shoulders with ex-editor of Harper's Bazaar Russia and fashion week fixture, Miroslava Duma. Touted as the polly-pocket sized Russian style icon by the likes of *Vogue* and the favourite of street style blogs like *The Sartorialist*, Miroslava Duma will be present to show her support to the participating labels at BLUEPRINT.

Shoppers can look forward to more exciting designers and lifestyle announcements closer to date.