

IMMEDIATE RELEASE

## BLUEPRINT ANNOUNCES WINNERS OF SG X NY DESIGNER MISSION 2015



From Left: Ms Christelle Valliant, Mr Chong Keng How, Ms Elisa Bellini, Mr Mark Lee

From Left: Ms Christelle Valliant, Ms Ivon Wong, Ms Elisa Bellini, Mr Mark Lee

Photo by Mellowed High

**(15 May 2015, Singapore)** – At a designer meet-and-greet held at KEEPERS: Singapore Designer Collective, opening the second day of the BLUEPRINT Tradeshow on a high note, Mr Mark Lee, President of Textile and Fashion Federation announced the winners of the inaugural **SG X NY Designer Mission 2015**.

Selected by a panel of esteemed judges including **Mr Steven Kolb**, Chief Executive Officer of the Council of Fashion Designers of America (CFDA), **Ms Christelle Valliant**, Creative Director of TANGS and **Ms Elisa Bellini**, Editor of Talents Section, Vogue Italia and **Ms Lynette Lee**, CEO, Textile & Fashion Federation (Singapore), contemporary high fashion menswear label **biro** and avant-garde accessory label **IVONOVI** stood out amongst the 20 participating Singapore labels in BLUEPRINT this year. The labels were qualified based on their excellent demonstration of quality, craftsmanship, social media presence, visual merchandising presentation, and export readiness.

Via the inaugural SG X NY Designer Mission 2015, the winners will be offered showroom representation in New York during the Spring Summer 2016 Market Week in September. A proud supporter of our homegrown labels, BLUEPRINT continues to introduce new initiatives and opportunities to propel our homegrown designers into the international fashion spotlight.

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