

## LOCAL FASHION GOING ABROAD

## S'pore fashion labels headed to New York

Collate The Label one of the brands participating in the three-day Coterie fashion event

HON JING YI  
honjingyi@mediacorp.com.sg

**SINGAPORE** – Velda Tan's Collate The Label is barely a few months old, but it's already going places.

Come September, the Singapore fashion brand will be going to New York to participate in Coterie, a three-day event held from Sept 19 to 21 at the Jacob K Javits Convention Center in New York. This event showcases products such as exclusive shopping experiences from the ground up, so that designers and buyers can create a synergy that fuels the businesses.

"We are very thankful, because (Coterie) is quite selective about the exhibitors there," said Tan, founder and creative director of Collate The Label. "Trade shows are always quite huge. The biggest challenge will be standing out, because there are so many brands. We want to tell our story and make sure that it comes through in our design, aesthetics and collaterals."

Tan, who was one of the founders of online fashion retailer Love, Bonito, launched her mid-market womenswear label in May at Singapore Fashion Week. "We are still trying to find our footing, because it's just been one



We just want to be positive and take the challenges as they come.

**Velda Tan**  
FOUNDER AND  
CREATIVE DIRECTOR OF  
COLLATE THE LABEL



Velda Tan, founder and creative director of Collate The Label.

PHOTO: JASON HO

collection. (But) we are a brand that wants to stick to three keywords — timeless, effortless and classic. I think our design aesthetics revolve around that for now, and hopefully, this will identify a space for us in the market."

Collate The Label will be traveling to New York with the Textile and Fashion Federation Singapore (TAFF), which works to "raise the profile and visibility of local designers through different programmes", such

as the participation of local brands in overseas trade shows.

In addition to Tan's label, Singapore fashion brands RAOUL, STOLEN and AIJEK will also be participating in Coterie this year. TAFF will also bring "edgier" local brands, including Edge Of Ember, styl.myl., Carrie K., LING WU, Heliopolis and BEME, to trade shows such as Capsule, Tranoi and Sole Commerce in New York.

Whether or not Singapore's home-

grown labels can make an impact stateside remains to be seen, but Tan is looking on the bright side. "America is not an easy market to go into, especially for fashion," she said. "I think we just want to be optimistic and see where (Coterie) takes us. If it takes us a step further, we will be very thankful for it."

"We just want to be positive and take the challenges as they come," Tan added.

**SUNPLAY®**  
SOLAREX-3

**MY BIGGEST ACHIEVEMENT: BEATING THE SUN.**

**Tao Li**  
NATIONAL SWIMMER  
OLYMPIC, GOLD MEDALIST ASIAN AND SEA GAMES

**THE ULTIMATE SUNBLOCK**

Developed with Advanced Solarex-3 Suncare System, every drop of Sunplay's Superblock SPF 130 PA++++ shields your face and body with superior UVA and UVB coverage even after long hours of sun exposure. With proven Japanese formulation that is both superiorly Lightweight and Waterproof – Protect from the sun, Defend against free radicals & Hydrate your skin today with a winning choice from Sunplay.

Log on to [mentholatum.com.sg/sunplay](http://mentholatum.com.sg/sunplay) to watch Tao Li in action