

DFO

I N T E R N A T I O N A L

DFO, in association with Textile and Fashion Federation Singapore (TAFF), have jointly created the ultimate **SUMMER NEW WAVE** in fashion!

Between 11th and 31st of July 2016, we welcome the Fashion crowd in China to discover stunning collections from emerging Singaporean designers.

During this event, we welcome local buyers to place the B2B orders. Every visitor will also have the unique chance to purchase the designer pieces at VIP prices.

SUMMER NEW WAVE will showcase 11 amazing collection in 3 categories: Ready to Wear, Accessories, and Lifestyle. Participating brands have already conquered the Singapore market as well as Southeast Asia, and are now gracing the Chinese fashion world.

The Contemporary ready-to-wear brands includes DFO's long-time collaborator **Collate The Label**, which has been worn by Chinese super celebrity **Gao Yuanyuan** and top international bloggers like **Song of Style** and **Tania Sarin**. Other stunning RTW collections include **ARC, Pleatation, Ms. Soignee, Ying The Label, A.W.O.L.**

These apparel brands will be complemented by a carefully curated selection of the bijoux wonders: **Carrie K.**, which was worn by **Angelababy, Chainless Brain** and **Marilyn Tan Jewellery**. **Carrie K** is also a winner of ELLE Awards "Jewelry Designer of the Year", while **Marilyn Tan** has been described as one of the 10 best Singapore-based jewellery designers by Tatler Magazine.

In addition, for those aimed at sophistication, artisan perfume brand **Code Deco** offers a niche and idiosyncratic selection of fragrances. **Ling Wu**, a Central Saint Martins College graduate, presents a selection of unique, yet ageless bags made from unique leathers.



DFO

I N T E R N A T I O N A L

SUMMER NEW WAVE PRESS DAY

Our campaign begins with a Press day on July 12. We will unveil eleven amazing collections to local press at TES (The Edit Space), our new, 300 square meter loft in Shanghai's French Concession area.

Date: 12th of July

Opening hours: 10 a.m – 6 p.m

Location:

TES by DFO

1F, Building 2, 751 South Huangpi Road,
Huangpu District, Shanghai, 200025
China +86 21 5473 1612

Contact: info@dfoasia.com



Ling Wu



Pleatation



Chainless Brain



ARC



Code Deco



A.W.O.L



Collate The Label



Carrie K.



Ying The Label



Ms. Soignee



Marilyn Tan Jewellery



Driving
Singapore's
External
Economy



About Textile and Fashion Federation (Taff)

Textile & Fashion Federation (Taff) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with government commitment, Taff is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities for the industry.

Taff further champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, Taff is able to raise the visibility of local fashion brands and businesses at home and overseas.

<http://www.taff.org.sg>

International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. It spearheads the overseas growth of Singapore-based companies and promotes international trade.

With its global network in over 35 locations spanning many developed and emerging markets, IE Singapore attracts global commodities traders to establish their global or Asian home base in Singapore and connects businesses with relevant Singapore-based companies for their business expansion.

In China, IE Singapore is present in 9 locations, namely Beijing, Chengdu, Chongqing, Dalian, Guangzhou, Qingdao, Shanghai, Wuhan and Xi'an.

Visit www.iesingapore.com for more information.





LING WU

Ling Wu creates luxurious handbags and accessories in Singapore using butter-soft leathers and hand-polished exotic skins, embracing the wearer's body and lifestyle with voluptuous shapes and colours. Time certainly has no grasp on these designs, which only become more graceful the more they're worn.

<http://lingwu.sg>
Contact: info@dfoasia.com



PLEATATION

Launched in 2012, Pleatation is pleat-focused brand and concept store based in Singapore. The brand's merchandise ranges of apparels, accessories, as well as lifestyle products. Their signature summer dresses are hugely popular among stylists and buyers.

<http://www.pleatation.com>
Contact: chiang.xj@pleatation.com



CHAINLESS BRAIN

Fuelled by a headstrong and rebellious spirit, Chainless Brain aims to epitomize the boldness and independence of the contemporary woman, and its finely crafted jewellery aims to be an extrapolation of her inner spirit. Its designs are expertly crafted from precious metals such as 18K Gold, 925 Silver and other materials, and range from simple DIY creations to experimental and quirky pieces of fine jewellery.

<http://chainlessbrain.com>
Contact: alverina@chainlessbrain.com



ARC

ARC is a Singaporean brand inspired by the curves that govern the female form. Each design is a juxtaposition of the hard-edged and the soft curves echoes a balance that all modern women must find: somewhere between fragile and tough, strong and delicate.

<http://www.arcival.com>
Contact: isleanv@icloud.com



CODE DECO

A great fragrance is a source of joy and sophisticated self expression. Code Deco's ambition is to create such fragrances and to be fearlessly creative. The result: perfumes that feel uniquely provocative, yet deeply personal.

<http://codedeco.com.sg>
Contact: info@dfoasia.com



A.W.O.L

AWOL fused both east and west, unconventionally constructing his designs without the restriction of the mainstream trends or colours. Blurring the boundaries between creativity and practicality is always a balance to all the mu designs. It is a new wardrobe for modern women, who possess confidence and wish to buy individualism.

<http://awol.sg/>
Contact: alfie.leong@mu-apparel.com



COLLATE THE LABEL

COLLATE is distinguished as a luxurious yet affordable label for discerning tastemakers who possess a keen eye for detail and design nesse. Its raison d'être is to provide an exceptional fashion edit for today's savvy and sophisticated set. The focus of the brand is to select and collect clothes that speak of her individuality.

<https://collatethelabel.com>
Contact: info@dfoasia.com



CARRIE K.

Based in Singapore, Carrie K. was established in 2009 and instantly won the ELLE Awards “Jewelry Designer of the Year”. She creates playfully provocative artisan-crafted jewelry that challenges traditional notions of what makes something precious and desired. Stockist includes: Strangelets, Seibu Shibuya, Koon With A View in Seoul, Ka-Pok.

<http://carriekrocks.com>
Contact: stefan@carriekrocks.com



YING THE LABEL

'Less is more; Odd is beautiful' - A unique handwriting underpins all of YTL's designs, from its quaint choice of colours, out-of-the-ordinary silhouettes and humble detailings. YTL is attentively minimalistic and inspired by the everyday, and the people that surround us all.

<http://yingthelabel.com>
Contact: ying.thelabel@gmail.com



MS. SOIGNEE

Ms Soignee is a Ready to wear brand that encompasses elegance and femininity, with a focus on versatile investment pieces that take the modern day woman to work and to after-work events.

<http://mssoignee.com>
Contact: mel82@mac.com



MARILYN TAN JEWELLERY

Marilyn Tan is one of Singapore's top jewellery designers, thanks to 20 years spent designing and creating unique contemporary pieces by hand. Working with various metals such as White, Yellow and Rose Gold, .925 Silver, Bronze, and Brass, and a variety of crystals, gems, and stones, allows her to create pieces with both sophistication and an edginess you won't find anywhere else.

<http://www.marilyntanjewellery.com.sg>
Contact: marilyn@marilyntanjewellery.com.sg