



Raffles
College of Higher Education

ERF Registration No. 201003698C
Validity : 13/06/2011 - 12/06/2015



Cert No. : EDU-2-2033
Validity : 16/01/2012 - 15/01/2016

Raffles College of Higher Education Pte. Ltd.
99 Beach Road, Singapore 189701
T +65 6338 5288 F +65 6338 0306
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MEDIA RELEASE FOR IMMEDIATE RELEASE

216 RAFFLES GRADUATES CELEBRATE THEIR GRADUATION WITH “APTITUDE”

Singapore, 22 June 2012 — Held at Fairmont Singapore, Raffles College of Higher Education (RCHE) biannual graduation event on Monday, 18th June 2012 witnessed 216 Raffles Designers and Marketers from Advanced Diploma, Degree and Postgraduate levels, graduating with “Aptitude”. In this graduating cohort, there are many promising and award-winning designers that live to the graduation theme of “Aptitude”. They are:

Biniya Arul Jothi
Recipient of Bronze Award, Spark 2011/2012 Competition

Ku Te Hsun
1st Runner Up of Triumph Inspiration Award 2012

Flores Protacio and Ho Jun Hui
Winners of the Singapore National Day Parade 2011 Flip Video Competition

Lee May Teng
Winner of “Design a Mooncake Box” competition organised by Design Packaging Concept Pte Ltd

“Aptitude” was chosen as the theme for the June 2012 Graduation Exhibition and Fashion showcase to celebrate the talents of Raffles’ budding designers and marketers. The theme was conceptualised by Raffles Designers Evyta Indriani Irawan, Elisa Kurniawan and Stephanie Vania Sumarli Lie to demonstrate their passion towards their choice of disciplines, determination to hone their skills and to excel in their creative field.

More than 1,000 guests were enchanted by the magnificent display of carousel horses decked on the stage as part of the Interior Design’s students’ inspiration to take the fashion runway experience to new heights. Conceptualised by Raffles Interior Designers Khoo Qi Fong, Chang Varian Mesina, Jennifer Yori and Ong Ying Qing, Marisa, the black and gold colour palette enhanced the carousel horses, kindly donated by Paragon from last Christmas mall decoration as part of their green effort.

40 intricately made fashion collections were debuted before an audience of seasoned practitioners from the fashion industry as well as a panel of celebrity judges. The panel consists of Mr Daniel

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Boey, the most sought after fashion and lifestyle event producer and fashion creative director in Asia; Mr Alfie Leong, alumnus and a successful entrepreneur with his own label, “MU” and “a.w.o.l.” which debuted at the recent Singapore’s Designers Showcase- Audi Fashion Festival 2012 and Ms Afton Chen, alumnus and Chief Designer behind the wildly- popular Singapore-based label, Reckless Ericka and recently showcased at the Men’s Fashion Week 2012.

Three outstanding Advanced Diploma fashion collections were handpicked by the panel of judges to receive a partial scholarship for their Degree studies. They are:

Siah Kar Hoe

Winner of Best Collection with his winning collection, The Road Warrior

Fenny Wirawati Wong

1st Runner Up with her collection, Sunken Legacy

Dong Quoc Huy

2nd Runner Up with his collection, Clouds

“Winning the Best Collection Award felt like all the effort I’ve put into the collection has been paid off and it was all worth it. I motivated myself to give the very best I could for the fashion show. I would like to thank Mr Joe Spinelli, Programme Director of Fashion Design, together with all the lecturers for their tremendous support.” – Raffles Designer Siah Kar Hoe, Winner of the Best Collection.

RCHE also presented the Top Advanced Diploma Awards to the following students:

- Advanced Diploma in Animation - Flores Alexis Gabrielle Protacio
- Advanced Diploma in Interior Design - Jennifer Yori
- Advanced Diploma in Product Design - Felicia Gomedi
- Advanced Diploma in Visual Communication Wee Choong Wee, Leonard
- Advanced Diploma in Fashion Marketing and Management - Chua Yuan Han

Besides winning the Top Student Award, Raffles Marketer Chua Yuan Han together with his team

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Chia Pei Ling, Silvia Salim and Tong Hui Yan clinched the Best Business Marketing Proposal with their project entitled “IL Luxuria”. The judging panel consists of Ms. Christy Wong, Chief Fashion Designer at Crocodile, Ms. Che Lee, Assistant Manager of Marketing Communications at Tangs, and Ms. Kara Bensley, General Manager of Wyld Agencies and Retail Consultant look forward to their business idea be commercialised in near future.

Chua Yuan Han commenting on behalf of the group said, “The concept of IL Luxuria is to provide a personal shopping and styling service to ION Orchard shoppers. We felt that this service is still relatively new in Singapore and there is no established pattern of rivalry. We interviewed Trey Wong, a celebrity stylist and industry expert, who shared our vision and thought that the idea was great, and more importantly, feasible. Hence, we decided to write a business plan based on this service. Truth to be told, we were very surprised when we found out that we won the Best Marketing Proposal Award because our fellow classmates’ proposals were equally strong. While we gave our all, we did not expect to win. Therefore, we would like to take this opportunity to thank the judges who believe in our business plan and recognize the time and effort we put into this project.”

Commenting on this year’s Graduation Exhibition and Fashion Show June 2012 – APTITUDE, Mr. Giuseppe (Joe) Spinelli, Principal of RCHE said, “Raffles Designers have definitely displayed a high level of creativity and professionalism in this June 2012 exhibition. With their inspiring imagination and bold use of unconventional methods and materials in their designs, Raffles Designers and Marketers have enchanted an audience of seasoned practitioners of the Design industry.”

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FACT SHEET

About Raffles College of Higher Education

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation ("RafflesEducationCorp"), the largest private education group in Asia Pacific. RCHE currently operates four education brand names namely, Raffles Design Institute, Raffles Merchandising Institute, Raffles School of Business and Raffles Academy of Continuing Education ("RACE"). RafflesEducationCorp has an extensive network of 33 colleges in 30 cities across 13 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka and Thailand.

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.

Raffles Academy of Continuing Education ("RACE")

RACE was established in December 2011 to provide quality continual learning to adult learners who aspire to upgrade their existing skills and expand their knowledge horizon. Classes, conducted by subject-matter experts, are complete with practical sessions to enhance the learning experience at the Academy. RACE is a programme partner of the Employment & Employability Institute ("e2i") and the Workforce Development Agency ("WDA").

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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.



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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.

CONTACT INFORMATION

Ms Elle Wong
Assistant Marketing Manager
Raffles College of Higher Education
Tel: 6338 5288
Email: Ellewong@raffles-college.edu.sg

Ms Claire Koh
Education Consultant
Raffles College of Higher Education
Tel: 6338 5288
Email: ClaireKoh@raffles-college.edu.sg

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