



**Raffles**  
College of Higher Education



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

Raffles College of Higher Education Pte. Ltd.  
Raffles Education Square, 51 Merchant Road, Singapore 058283  
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[www.Raffles-College.edu.sg](http://www.Raffles-College.edu.sg)  
Company Registration No. : 201003698C

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**Evoked by Aspiring Trailblazers and Distinguished Industry Veterans**

**Singapore, 18 December 2014** – 3 exhibitions, 2 industry nights and 1 fashion show - these marked the pursuit of success by over 300 Raffles trailblazers during EVOKE Graduation on 4, 5 and 9 December 2014 that were well-received by numerous well-known industry veterans.

EVOKE - the theme for this graduation, brings forth a feeling, memory or picture into the mind. Through dynamic graphics and the meaning of the word “Evoke”, the concept emotionally brings forth our graduates’ growth, transformation, and achievements with Raffles.

The graduation commenced on 4 December with industry night and exhibition launches of Interior Design and Product Design students' hardwork through symbolic pieces. It was a huge success made possible with the support from Guest-of-honour Mr Tai Lee Siang, President of Design Business Chamber Singapore and Mr Jason Pomeroy, founder of Pomeroy Studio. The night was also highlighted by the unveiling of the Raffles Interior Design Wall of Fame, featuring 5 successful Raffles Interior Designers: Peggy Zoe Ng, Mikii Lee, Randoll Lee, Robin Hoong, Ivan Dharmadi.

Guest-of-honour Mr Bernard Chan, CEO of 4As graced the industry night on 5 December that displayed visually intrigued works by Raffles Visual Communication students at Raffles Education Square. Award-winning Raffles Designers were honoured for their exemplary work during the evening by industry partners, Miss Michelle Koh, Executive Director of Singapore River One and Miss Priscilla Tan, Marketing Manager of Ayam Brand. Both industry nights serve as opportunities dedicated to Raffles graduating students for them to network with the industry professionals, and showcase their works to renowned organisations.

Leading up to the graduation ceremony on 9 December, the celebration was amped up with more exhibitions from Jewellery Design, Fashion Marketing, Business and Psychology, with top works for Interior Design, Product Design, Animation, Game Design, Graphic Design and Multimedia Design. The night was wrapped up with a well-orchestrated fashion show by 20 of the graduating Raffles Fashion Designers held at Fairmont Hotel Singapore.

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VIPs, industry partners and guests such as Daniel Boey, Fashion and Lifestyle Event Producer and Fashion Creative Director; Dr Loretta Chen, Creative and Business Development Director of VMSD; CK Tangs, Marie France Asia, Harper's Bazaar and Digital Fashion Week, were enlivened with the iconic works of Raffles graduands and impressed by the level of artistry and creativity they have exemplified. "I think the collections featured were wonderful as I can see a lot of stories and elements of different backgrounds, both Asia and internationally," said Charina Widjaja, Co-founder and Business Development Director of Digital Fashion Week.

Rana Wehbe, Editor in Chief at Marie France Asia also commented, "There were some very good points. You can see a variety as each individual designer has very different styles. In general, Raffles students show really good technical skills in terms of material, patching, embroidery and the quality of their works is really good." She added, "Don't rush into setting up your own labels. Go into the industry and find your identity first."

The night was perfected with Dr. Loretta Chen, Creative and Business Development Director of VMSD and Giuseppe (Joe) Spinelli, Principal of Raffles College of Higher Education presenting certificates to the 2 recipients of VMSD Young Talents Scholarship Award, sponsored by VMSD and the announcement of 10 Raffles Privato Designers selected by Paragon. Their collections will be retailed at Raffles Privato located at Paragon, providing them an immense opportunity to build their labels in one of the most sophisticated shopping malls in Singapore.

Top student of Interior Design, Laurensia Cindy Angeline said, "I feel very excited and happy to be awarded as the top student. Raffles Creative Practitioners really motivated me a lot by providing me valuable advices to build on my strengths and constantly encouraging me to work harder and never give up in my studies. That's the reason I am able to stand here today with the top student award in my hands."

EVOKE Graduation Ceremony 2014 was a crowning success that not only marked Raffles students' achievements, but it also gave a leap for many of them in their career opportunities, making these budding graduates known to the public, media and reputable veterans in the industry.

-End-

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## About Raffles College of Higher Education

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation Limited ("RafflesEducationCorp"), the largest private education group in Asia-Pacific. RCHE currently operates five education brand names, namely Raffles Design Institute, Raffles Merchandising Institute, Raffles School of Business, Raffles School of Psychology and Raffles Academy of Continuing Education ("RACE"). RafflesEducationCorp has an extensive network of 30 colleges in 29 cities across 12 countries in Asia Pacific: Australia, Cambodia, China, India, Indonesia, Malaysia, Mongolia, Philippines, Saudi Arabia, 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 and Jewellery 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 courses in Marketing, Entrepreneurship and Small Business Operation, and Tourism and Hospitality Management.

## Raffles School of Psychology

Raffles School of Psychology was established in 2014 as an educational institution offering undergraduate courses in Applied Psychology and Psychology. In partnership with the University of Chester, United Kingdom, our Bachelor of Science (Honours) in Psychology is designed to offer a modern approach to the wide range of psychology issues, with a special focus on helping the communities and to learn the collective ways in which psychology is applied in all areas of life.

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### **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.

All RCHE courses 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.

### **CONTACT INFORMATION**

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RCHE Instagram: <http://instagram.com/rafflessingapore>

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18 December 2014

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## Appendix I

### 4 December 2014 - Launch of Interior Design and Product Design Exhibition



Launching of EVOKE graduation exhibition by Guest-of-honour Mr Tai Lee Siang (center), President of Design and Business Chamber Singapore; Mr Jason Pomeroy, Pomeroy Studio (2nd from left); Mr Ong Kai How, Vice President of South East Asia Operations of Raffles Education Corporation (2nd from right); Mr Hector Salazaar, Programme Coordinator of 3D Design (1st from left); and Mr Louis Albert Dubé, Programme Director of Interior Design (1st from right)



The unveil of the Interior Design Wall of Fame. From left to right: Mr Louis Albert Dubé, Programme Director of Interior Design; Robin Hoong, founder of Rob.Wynn Interior Design; Randoll Lee, founder of Hall Interiors; Mikii Lee, founder of de.Interior Design Pte Ltd; Peggy Zoe Ng, Principal Designer of Hexa Interior Design

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## 5 December 2014 - Launch of Visual Communication Exhibition



Launching of Visual Communication exhibition by (from left to right) Mr Kenji Choo, Programme Director of Visual Communication; Miss Michelle Koh, Executive Director of Singapore River One; Guest-of-honour Mr Benard Chan, CEO of 4As; Miss Priscilla Tan, Marketing Manager of Ayam Brand; Mr Ong Kai How, Vice President of Raffles Education Corporation



Miss Michelle Koh (3rd from right), Executive Director of Singapore River One presenting certificates to Raffles Designers as a commemoration of the collaboration



Miss Priscilla Tan (2nd from right), Marketing Manager of Ayam Brand presenting awards to our award-winning Raffles Designers, Phang Shu Yi (1st from left), Ng Shi Ee (2nd from left) and Lily Le Thanh Phuong (1st from right)

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## 9 December 2014 - Raffles Singapore Graduation Exhibition, Ceremony and Fashion Show



Exhibition showcase of graduating Raffles aspiring trailblazers

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Raffles Graduating Designers, Entrepreneurs and Psychologists

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Snippets of the EVOKE Raffles Graduation Fashion Show by graduating Raffles Fashion Designers

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## Appendix II

### VMSD YOUNG TALENTS SCHOLARSHIP AWARD RECIPIENTS



*Jolanda Choo Ying Ning*  
Fashion Design  
VMSD Young Talents Scholarship Award  
Best Collection Award



*Irma Melati Sebayang*  
Fashion Marketing & Management  
VMSD Young Talents Scholarship Award  
Top Student Award

### TOP STUDENTS



*Jolanda Choo Ying Ning*  
Fashion Design  
VMSD Young Talents Scholarship Award  
Best Collection Award



*Irma Melati Sebayang*  
Fashion Marketing & Management  
VMSD Young Talents Scholarship Award  
Top Student Award

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*Tania Joviani*  
Interior Design  
Top Student Award



*Laurensia Cindy Angeline*  
Interior Design  
Top Student Award



*Qiu Ruogj*  
Jewellery Design  
Top Student Award



*Carolyn*  
Visual Communication  
Top Student Award



*Santos Ruth Gumatay*  
Multimedia Design  
Top Student Award



*Ellyn Vun Yi Lynn*  
Video Games Design  
Top Student Award

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*Shafiera Humala Asaputri*  
Business (Management)  
Top Student Award



*Conti Aldo Alberto*  
Applied Psychology  
Top Student Award

#### SELECTED RAFFLES PRIVATO DESIGNERS

- 1) Amelia Setiawati (Flower Power)
- 2) Daniella Grace krestianto (The Excellence Among Imperfection)
- 3) Heng Shi Min Merlyn (Gender Agenda)
- 4) Lee Hui Yin Candy (Gymmosophists)
- 5) Lo Yunike (Animal Transformation)
- 6) Luciana Ka He Yeung (Apocalypse: The Heart of Darkness)
- 7) Melinda Karlina (Fashion Architecture)
- 8) Michelle Su Hui Zhen (Bits & Bones)
- 9) Pa Pa Phyto (Musical Muse)
- 10) Veronica Lee Hsiao Huei (The Smell of My Bedsheet Memories)

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