



PRESS RELEASE

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RCHE JUNE GRADUATION SHOW: A CELEBRATION OF SUCCESS

Singapore, June 22, 2011 – 320 Raffles College of Higher Education (“RCHE”) final-year students gathered to celebrate their success and embark on a new journey at the college’s biannual Graduation Exhibition & Fashion Show on Tuesday, 21 June 2011 in style.

Held at Mandarin Orchard Singapore, RCHE’s June Graduation Show – ‘*Synthesis*’ showcased more than 300 inspiring works of graduate students across its Design, Business, Merchandising, Applied Psychology, Infocomm Security and Biomedical Sciences programmes.

The student exhibitions, strategically placed around the venue, garnered roughly 700 guests, including media, retail and renowned design, fashion and trade figures throughout the 1-day event.

Students were fully engaged in putting together all aspects of the Graduation Show – the theme ‘*Synthesis*’ was conceived by Visual Communications students; the Graduation Book was prepared by Graphic Design students; and exhibition booth and stage design were designed and set up by Interior Design students, to name a few.

“Today’s graduation show is the synthesis of all our students’ and staff’s passion, efforts and expertise in their respective disciplines,” said Mr Ong Kai How, RCHE College Director. “The theme for our June 2011 Graduation Show, *Synthesis*, represents a perfect melding of our students’ aspirations, diverse cultures, perseverance, reflecting harmony in the fusion of their creative inspirations.”

“With this, we at RCHE envisages all Raffles students to continue to effect synthesis by combining new challenges and creativity with knowledge acquired at Raffles long after their graduation,” Mr Ong continued.

The June 2011 Graduation Fashion Show showcased 35 aspiring fashion designers showcased their creations on the runway in front of an audience of well-known fashion designers, seasoned practitioners of the fashion industry and a panel of



celebrity judges. The panel consists of Mr Daniel Boey – famous show producer, Ms Alicia Tan – fashion editor of Designare, and Mr Alfie Leong – Designer and Owner of homegrown label MU and AWOL.

Collection inspirations ranged from the mystic history of early European nations to the colourful culture of Africa tribes to the gracefulness of the female form.

Said Associate Professor Giuseppe (Joe) Spinelli, Principal of RCHE, “Many of these collections and designs bear commercial appeal and demonstrated Raffles Designers’ innovative thinking and sophisticated interpretations of global fashion trends. Overall, I am very pleased with the standards and design flair our final-year students have shown at such a joyous occasion where students and staff gather to celebrate their success.”

The collections of three Raffles Designers, who graduated with an Advanced Diploma in Fashion Design yesterday, were awarded ‘Best Collection’ by the panel of the judges. They are:

- Top Winner: Heman Guo, *Birds of Prey*
- 1st Runner-up: Ting Chua, *Succubus of Prey*
- 2nd Runner-up: Virginia Liu Killory, *A Journey of Colourful Memory*

Promising degree-holding fashion designers stand a chance to set up their own label and develop their graduation collections into commercially viable pieces for retail at the college’s Raffles Privato store at Paragon, the premier shopping mall on Orchard Road.

Raffles Privato is an incubator project aimed at assisting up-and-coming designers to establish and showcase their proprietary private labels between RCHE and Paragon. Raffles Designers’ graduation collections must embody creativity, design flair as well as commercial appeal to stand a chance. The designer selection process will take place shortly after the Graduation Show.

“It is never easy to set up a private label, especially for a fresh graduate. I hope to clinch the chance to commercialise my collection at Raffles Privato to kick-start my own label and gain some experience through this rare opportunity,” said Ace Chia, a Raffles Designer who graduated with a Bachelor of Design (Fashion Design).



About Raffles College of Higher Education

Raffles College of Higher Education (RCHE) is a subsidiary of Raffles Education Corporation (REC), the largest private education group in Asia Pacific. RCHE currently operates three education brand names namely, Raffles Design Institute, Raffles Merchandising Institute and Raffles School of Business. The REC Group has an extensive network of 38 colleges in 34 cities across 14 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka, Thailand and Vietnam.

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.

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.

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.

For more information on RCHE, please visit its website at www.raffles-college.edu.sg.

About Raffles Privato

Raffles Privato is an incubator project between Raffles Design Institute and Paragon Shopping Centre aimed at assisting up-and-coming designers to establish their own private label, in support of talented local designers and local fashion industry.

Located on Level 3 of the luxury shopping mall, the store is designed and managed by students from the design school's Visual Communication, Interior Design, Fashion Design Fashion Marketing and Management faculties.

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