What is the Singapore national dress? Is there even such a thing? Depending on whom you ask, you may get answers varying from the Singapore Girl kebaya, shorts-and-T-shirt combo, to Merlion and/or orchid prints.

The endeavour of nailing down a definitive Singapore Look has always been a vexing one, mainly because Singapore itself escapes such limiting definitions. Geographically and culturally, we are firmly a part of Southeast Asia. But we are also a global hub, and consume Hollywood and Chinese pop cultures as readily we do Bollywood and Korean ones. While we are a young nation of 53 years, we also have roots that stem from ancient civilisations. We are a melting pot of many ethnicities, traditions and practices – but yet are constantly in the midst of creating a new shared language and experiences.

And perhaps that is the key essence to celebrate in Singapore Fashion – diversity, evolution and memories. There is not one single Singapore Look, but rather a collection of different ways to express ourselves as Singaporeans, that can be combined and re-combined to find new expressions each time.

The DesignSingapore Council (Dsg) invited local fashion doyen Daniel Boey to curate a Singapore Fashion Black Book, which features leading designers whose works can help you convey the Singapore story – be it the past, present or future. Daniel has chosen to present the myriad sartorial possibilities by mixing and matching the pieces – an apt testament to how we, as a nation, has always made our diversity and innovation, our very strength. Plus, the designs are great conversation starters!

Whether you are representing Singapore at events, or meeting international counterparts, or simply feeling in a patriotic mood, we hope our Black Book will acquaint you to our local talent, and inspire you to step out in Singapore fashion proudly.

Agnes Kwek
Executive Director, DesignSingapore Council
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### ACKNOWLEDGEMENTS

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On her: Peranakan Rhapsody 'Siu Jie' Round Skirt by Reckless Ericka X Onlewo, Pullover and jacket by GINLEE Studio, Binx Resin Necklace by In Good Company

On him: Black Tuxedo by Q Menswear, 'It's Always Fun In Chinatown' Pocket Square by Binary Style
On him: Suit, pants and shirt by CYC, 'Old School Games' Pocket Square by Binary Style

On her: Pullover by GINLEE Studio, 'Siapa Nama Kamu' Beaded Crop Kurta Jacket by deHan, Wide Legged pants by Ying The Label, Mini 'Siu Jie' clutch by LING WU X Onlewo, Super Tree #1 Ring and Wine Drop Earrings by theKANG

On her: Beaded Black Kurta Dress by deHan, Chunky Obi Belt by Ying The Label, Frangipani Bracelet, Ring and Earrings by Marilyn Tan, 'Siu Jie' Clutch by LING WU X Onlewo, Super Tree #1 Ring and Wine Drop Earrings by theKANG
Aijek is sold on Shopbop, Revolve Clothing, ASOS, Tangs Departmental Store and across retailers in six countries worldwide. The self-taught designer builds her brand with a singular focus in mind to meet the needs of the everyday woman through timeless pieces that drive wardrobe longevity. Danelle creates for the real women she meets on the street, keeping beauty, quality, wearability and comfort in mind.
At CYC, we draw from our heritage of timeless craftsmanship to dress the world with style and confidence.

Every CYC shirt and suit is not only a made to measure piece of art but also bears testimony to the high aspirations of its wearer and his desire to present his best self to the world. Every garment is made with high quality imported materials, superior craftsmanship and attention to detail to our customer’s exact measurements and preferences. Supported by our in-house advisors, customers can create their own signature style that is ultimately sharp, sophisticated and stylish.
Yong De Han, 24, is a fashion and textile designer who recently graduated from LASALLE College of the Arts with a Bachelor’s degree in Fashion Design and Textiles. Gardening has always been his passion, which inculcated patience that allowed him to create pieces with more intricate textile techniques like ruching and free-motion embroidery. His love for nature can be seen in his designs. He picked up sewing and drafting before enrolling in LASALLE, to better prepare him for the course. Under the guidance of Master Tailor Thomas Wong, he has honed his menswear tailoring skills and is always striving for perfection.
GINLEE Studio is an independent fashion house, established in 2011 by Singaporean designer Gin Lee.

Our creative platform is built on values of being true to yourself, being confident in who you are, being the best you can be. Our relaxed flattering silhouettes give today’s woman the comfort and uncompromised style, which they can work and certainly dance in.

At GINLEE Studio, we believe in making fashion that matters.
Heath Yeo is a graduate of the LASALLE College of the Arts. Upon graduation, Heath began working with established local designers and brands before embarking on a solo mission to discover the long lost gem of embroidery. To keep this fine art and craft alive, Heath was trained under the tutelage of a famed Kebaya maker in Singapore and inherited the skills of embroidery (popularly known as Sulam in the community), which is applied to the fine craft of Kebaya making. Working single-handedly, from preparation right up to completion, Heath personally makes every work unique with his extensive knowledge in this dying craft.
One of Singapore’s most successful local fashion labels, IN GOOD COMPANY is a brand that is characteristically modern and quietly confident. Designed to form the building blocks of an adaptable wardrobe, the label reinterprets timeless silhouettes to create non-seasonal pieces for effortless, everyday style.

Established in December 2012, IN GOOD COMPANY offers a cultivated wardrobe of style-ready pieces with clever detailing across womenswear, menswear and kidswear. A unique range of handmade necklaces accent the label’s ready-to-wear line, adding graphic pops of colour to simple ensembles.
Lai Chan is a Singapore fashion designer, best known for his beautiful designs of the figure-flattering Chinese Cheong Sam, or the Qipao. He creates unforgettable, stunning pieces of evening gowns and wedding dresses. These fashion pieces are timeless, comfortable, and come about from ingenuity of combining traditional techniques and newer style influences.

Some of Lai Chan's designs include dramatic costumes for theatre, movies and film series, such as Romeo + Juliet, Shakespeare in the Park, and HBO’s Telemovie, "Grace". Additionally, the brand gets commissioned by corporate clients which include hotels, banks and museums to create their uniforms, gifts and other special products.
LULLY SELB

Women’s Ready-to-Wear / Textile
Stockist: Enpointe Boutique
Email: hey@lullyselb.com
Telephone: +65 9385 2142
Website: Lullyselb.com
Facebook: https://www.facebook.com/lullyselb
Instagram: https://www.instagram.com/lullyselb/

Lully Selb, founded by Lully [Huda] and Selb [Selma], transforms their creativity, freedom of expression and philosophy into wearable, state-of-the-art designer prints. Through the hand-illustrated prints, the explorative, bold, playful strokes and patterns give the collection a distinctive yet personal touch. The unique prints represent the founders’ interpretation of how modesty can be reimagined in the modern world.

“We believe in challenging the status quo and expressing our unique individuality. Being muslim creatives, we have a modest approach to our dressing. Who’s to say that modernity & tradition are mutually exclusive. We want to break stereotypes on how women should live and dress. The way we do that is by making our clothes modest yet stylish for every woman out there who shares the same philosophy.”

Special prints for Singapore Fashion Designers’ Salon
Nuboaix [pronounced noo-boh-eiks] branched into menswear in 2014, and has since presented six collections at the prestigious Paris Fashion Week. It is run by two home-grown designers managing the full process from designing to production completely done in Singapore. Each and every piece is proudly tagged with a ‘Made in Singapore’ label.

The label’s primary focus is indisputable quality - in construction and in the finished product. With a forward-looking concept of future wear made for today, the designers find the right balance of individualism alongside subtlety. Veering towards an industrial feel, Nuboaix offers full-on originality and modesty in their concept, details and aesthetics. All their creations are constructed with quality fabrics.
Ong Shunmugam is a Singapore-based label straddling ready-to-wear and custom women’s wear. The brand provokes a re-evaluation of traditional Asian dress beyond assumption and stereotype.

Layers of Asian aesthetic, textile and sartorial history inform the label’s new take on old fashion and its mission to engage the modern woman in dialogue about origin and identity.
Onlewo draws inspiration from its Asian roots to create designs with stories. Through our contemporary rendition of heritage, places and culture in Singapore and Asia, we hope to connect people with memories, enliven conversations and ignite new passions. In crafting our range of original home, fashion and lifestyle products, we also collaborate with Singapore designers so as to tell even richer shared stories through our patterns and colours.

Our latest collaboration with LING WU and Reckless Ericka birthed a capsule collection of clutch bags, jewel boxes and clothing inspired by Singaporean women entitled 'Siu Jie'.
Peter Kor is one of Singapore’s veteran fashion designers and entrepreneurs, widely lauded as Singapore’s “cheongsam grandmaster” for his signature design aesthetic and impeccable craftsmanship and detailing.

The label, which has amassed great acclaim since its launch, features ready-to-wear pieces and bespoke items. The distinctive Peter Kor aesthetic – bold, classic, and proudly Oriental – has won him an unwavering following throughout the years. Peter’s relentless inventiveness gives credence to his guiding motto: “A true designer never repeats himself.”
PIMABS specialises in providing bespoke clothing for the menswear market in Singapore with its signature cut and designs. Going beyond honouring menswear etiquette, PIMABS offers every client with image consulting services, which include skin tone analysis and personal styling to bring out the best in each individual; for every occasion. Every visit to PIMABS is an unique experience for our clientele, especially in our one-of-a-kind vintage boutique interior. Since 2004, PIMABS has kept to its core values of ensuring product integrity and personalisation with the designer touch of award-winning creative director, Leslie Chia.
Since its launch in 2011 as a bespoke menswear shop offering just suits and shirts, the Q MENSWEAR brand has fast expanded its product range and services. It is now priming itself to become a premier one-stop shop for gentlemen seeking modern sartorial elegance.

Setting itself apart from traditional tailors, Q MENSWEAR prides itself as a leading menswear brand with a strong emphasis on crafting quality designer clothing for individual clients. The bespoke process in Q MENSWEAR is focused on understanding each individual’s needs, lifestyle, skin tone and physique before recommending the most suitable style and cut that enhances the individual’s features yet camouflaging flaws.
Since its inception in 2009, Reckless Ericka has focused on ready-to-wear and taken on projects that include uniforms, graphic design and stage costumes. The founders like to push boundaries by balancing classic tailoring with edgy use of silhouette and colours, and constructing avant-garde silhouettes with classic details.

Reckless Ericka has worked with Asia Pacific Breweries (Heineken, Tiger Beer, Guinness) on uniforms, The Dance Company (for the play “Victor/Victoria”) and Singapore International Festival of Arts 2015/2016 (for “Border Crossers” - Paris & Singapore) on costume design, and most recently with Onlewo for the “Siu Jie” capsule collection.
A name synonymous with Singaporean fashion, Thomas Wee, dubbed the “King of the Jacket” for his precise suit tailoring, is known for his consummate pattern-making and technical innovations. His style is instantly recognisable through his impeccable workmanship, sleek silhouettes and clean lines with nothing superfluous nor ostentatious.

In 2015, Wee’s work was featured in the exhibition Fifty Years of Singapore Design at the National Design Centre. He was also bestowed the Singapore Design Golden Jubilee Award in recognition of contributions to the development of the Singapore design scene. In 2016, Wee was presented the Honorary Award during Singapore Fashion Award for dedication to the elevation of the Singapore fashion brand on home ground and the world stage.
TONG TONG

Women’s Ready-to-Wear
Address: Shaw Towers, 100 Beach Road, #01-04/05, Singapore 189702
Opening Hours: Mon-Sat 12-8pm (Closed on Sundays & Public holidays)
Telephone: +65 6396 3887
Email: littlecloud@tongtong.sg
Website: https://tongtong.sg/

Tong Tong is a fresh take on the tired stereotypes of Chinese clothing, creating wearables that don’t shout “costume” and pieces that don’t look out of place in our cosmopolitan milieu.

Whilst keenly interested in the ancient past, Tong Tong is even more eager to explore the potential of Chinese aesthetics within modern lifestyles, drawing upon images from the depths of our memory and pulling them to the fore of our mind. Tong Tong playfully attempts to bend and stretch these symbols and images into modern shapes and forms.

The clothes have a joie de vivre spirit about them – celebrating life & diversity – as interpreted through the eyes of a Chinese who has grown up in Singapore, at the crossroads of Western aesthetics and Southeast Asian traditions.
Wai Yang is a contemporary ready-to-wear label that specializes in unisex outerwear and exhibits strong elements of authenticity and innovation. It embraces the traditional craftsmanship with quality workmanship. Being original and distinct is the essence of the brand. Wai Yang’s designs are relentless, androgynous and edgy, infused with street elements with artisanal touch. We create unique fabrics in-house using digital prints and traditional screen prints. Every piece has been carefully handcrafted, screen printed or tailored to a high standard that boast quality workmanship and it would be a worthwhile investment for Wai Yang customers.
Ying The Label is a creator of wearable art, using fabrics as the canvas and story-telling through every brush stroke dipped in a whimsical watercolour palette.

“Less is more; Odd is beautiful” – A unique handwriting underpins all of Ying’s designs. Every print created is one-of-a-kind, and hardly possible to replicate. We are an advocate that art can someday go beyond fashion when creativity is pushed beyond boundaries.
Left: White Shirt By GINLEE Studio, Denim wide legged pants by In Good Company, 'Once Upon A Time' Scarf by Binary Style, Ross Bag by LING WU, Peranakan Bracelet by Marilyn Tan

Middle: Top by Ying The Label, Jumpsuit (Pants) by GINLEE Studio, Modern Heirloom Ring and Necklace by Carrie K., Peranakan Bliss ‘Jingua’ Bag by LING WU X Onlewo

Right: Dress by Wai Yang, Coral Vine Necklace, Mobius Bracelet and Triple Cut-out Ring by theKANG, Bubble Bag by LING WU
On her: Peplum Top by Lully Selb, Pants by GINLEE Studio, Peranakan Blush ‘Xiangbao’ Bag by LING WU X Onlewo, Frangipani Necklace by Marilyn Tan, Existence and Dome’s Day Rings by Amado Gudek

On him: Suit by PIMABS, ‘Tiong Bahru’ Pocket Square by Binary Style
Amado Gudek specialises in sustainable jewellery and objects designed and handcrafted in Singapore using eco-friendly bioresin and eco-materials such as wood recycled from Singapore fallen trees. Our collections are conceptualised, designed and produced in our Singapore atelier. We design and make our own masters, after which the intricate processes of moulding, casting, sanding and polishing are all done by hand in our production studio.
The concept of the brand is to create a wearable product that is unique and meaningful. Binary Style seeks to create scarves with a story, conversation-starter pieces that are not only beautiful but are also comfortable to wear and are well-made.

Binary Style’s debut collection is “The Singapore Stories”. The collection is a tribute to the twin designers’ beloved tropical home, Singapore. Using scarves as a medium to narrate everything Singaporean from early to recent developments, from multiculturalism to natural diversity, the twins capture the known and the lesser-known stories from various locales. The scarves capture richness of life, nature, ubiquitous scenes, architecture and heritage of Singapore. Tiong Bahru, Bukit Timah forest, Chinatown, Little India and Botanic Gardens are to name among many others of their local design inspirations.
Carrie K. Artisan Jewellery tells meaningful stories through our playful, artisan-crafted jewellery. We are a little old school about taking the time and care to handcraft meaningful, covetable, little loves that will be valued for a long time. Established in July 2009, Carrie K. Artisan Jewellery won the ELLE Awards Jewellery Designer of the Year in 2010 and in 2016 won the Singapore Fashion Awards Designer of the Year, Accessories. Carrie K. is now stocked in coveted concept stores internationally and has collaborated with brands like Singapore Airlines and Disney.
CHOO YILIN
Address: Mandarin Gallery
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Choo Yilin is an award-winning label and fine jewellery storyteller of heritage, conservation and love. A purveyor of modern jade jewellery, the brand works primarily with luxurious Type A Jadeite and vibrant, precious gemstones, woven with intricate metalwork. Their designs tell stories of Singaporean and Southeast Asian heritage, with collections that celebrate milestones, relationships, and triumphs. Each Choo Yilin piece is a visual idiom of personal stories and communities.

In 2017, Choo Yilin represented Singapore to showcase local design at the prestigious Asia Society in New York. The brand was also commissioned by its national carrier, Singapore Airlines, to create an exclusive design in commemoration of their 70th anniversary. Choo Yilin has been selected multiple times to present its work at the esteemed Paris Fashion Week and has also appeared in international publications such as the New York Times and the Financial Times, as well as established local media such as the Straits Times and Lianhe Zaobao.
Diamond Walker is a bespoke shoe brand specializing in quality leather shoes for men and offering full customization with our made-to-measure services. Diamond Walker represents the finest bespoke men’s shoes with quality craftsmanship and the widest range of styles that will suit any man from all around the world, from all strata of society, whatever his sense of style and lifestyle inclinations.

Founded and headquartered in Singapore, our bespoke shoes are all designed by leading Korean shoe designers and hand-made by our craftsmen in Seoul, Korea, using only the top-quality leathers from Italy. Our handcrafted footwear includes the formal dress shoe styles encompassing the classic oxfords, brogues, derby and monks; semi-formal versions of the classics that incorporate interesting colours, different leather types and heels as well as casual shoes which include sneakers, loafers, moccasins and sandals.
At Freshly Pressed, all socks are specially designed and crafted with small details that reflect a unique character and is inspired by our love for art, culture and design. Each pair of socks is named after the character with a story that is documented online and with each pair of socks.

For our Singapore capsule, we looked at our own Singapore stories, things from our proud heritage that were familiar to us growing up and that brought about a sense of nostalgia. These centred around everyday life in Singapore - classic buildings and architecture, food and games we love and cultural icons.
LING WU reflects a sense of relaxed and timeless elegance, focusing on the material and form of the bag.

We use butter soft luxurious French and German nappa leather, and details are important to us.

Part of our mission is to support high-end fashion made in Asia.
Marilyn Tan is a Singaporean jewellery designer whose jewellery-making began with bespoke pieces that grew into a unique and compelling passion. Her design interests are vast and reflect everything from modern art, architecture to her many world travels. Marilyn’s talent for fusing classic aesthetics with modern fashion through a Singaporean perspective results in timeless wearable works of art inspired by local flora and fauna, thus her pieces have been worn by everyone from budding fashionistas to celebrities.

Her "Of Trees & Flowers Collection" (as featured here) celebrates Marilyn’s love of nature as seen on her travels and throughout her life. The collection blossoms in .925 Silver with Gold and Rhodium plating with semi-precious stones.
Queenmark aims at being an iconic statement of fashion, sophistication and luxury. It is an initiative to re-create style from its extensive collection of Cashmere and Pashmina shawls and accessories.

We bring to you each design with great pride all handcrafted with great attention and care. The designs highlight the artistry and craftsmanship that transcend fashion trends in a retail presentation with the widest and most exquisite selection of scarves and wraps, each with a story and timeless grace.
Navigating the cusp between art and design, State Property is a fine jewellery label founded by a jeweller and an industrial designer.

Rooted in contemporary design, the pair leverage traditional craftsmanship to explore how and in what manner these objects can exist in our lives. Staunch in their belief that great products have substance, the founders strive to create pieces that are enduringly vogue.

Each collection is an embodiment of fleeting fixations realised through an anchored approach. They are informed by ideas that permeate the surface; entering a deeper dialogue to consciously curate our lives.
theKANG is an accessory artist specializing in chainmail and the use of unconventional and upcycled materials. The core driving force behind his work is to create patterns and textures, and to manipulate unexpected materials. With every piece of accessory, theKANG strives to reflect a sense of thoughtfulness and sophistication, while maintaining a modern and edgy aesthetic.
Established in 2011, Commune is a home-grown furniture design and lifestyle company that to date has established a strong regional presence spanning 50 stores across China, Malaysia, Australia and the Philippines.

Commune encapsulates quiet modernity, unifying function, effortless form and intelligent craftsmanship. Aspiring to become more than just a furniture collection, Commune aims to create a new lifestyle that brings people together in style and comfort. Commune believes in crafting furniture that is made of premium quality and sustainably sourced wood that is kind to the environment, so as to ensure home-making experiences that are meaningful and different. Our furniture is a sophisticated response to international design trends, and its modern, comfortable, space-saving and functional forms appeal to design-savvy tastemakers and urbanites - at an affordable price.
Left: Kebaya Top by Heath Yeo, Grey Jumpsuit by GINLEE Studio, Cherry Blossom Branch Necklace and Cherry Blossom Jade Bangle by Choo Yilin, Peacock Drop Earrings by theKANG, Missy Clutch by LING WU

Right: Cheongsam by Peter Kor, Cropped Jacket by Thomas Wee, Cherry Blossom Branch Ring, Peranakan Lace Pearl Bracelet and Peranakan Lace Pearl Drop Earrings by Choo Yilin, Bubble Clutch by LING WU
On her: Long Lace dress by Aijek, Ice Stud Ring and Carnival Explosion Earrings by theKANG, Memory Abyss Bangle by Amado Gudek, Missy Clutch by LING WU
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