



Final call for Asia's next fashion Stars

Registration for Asia-wide fashion design competition Star Creation 2012 closes end-January; response to 2012's competition robust

5 January 2012, Singapore – Asia's aspiring fashion stars have just under a month to get their submissions in for Star Creation, the Asia-wide fashion design competition, and vie for their spot on the runway at the May finals in Singapore.

Registration for the competition closes on 31 January. So far, entries have already poured in from over the region, with an especially strong showing from Singapore, Thailand and Vietnam.

This year's theme, "Fashion Without Frontiers", challenges aspiring designers to draw on the global palette of colour, culture, fabrics, aesthetics and style, and come up with creative, original and commercially viable collections.

Spearheaded by the Textile and Fashion Federation Singapore (TaFf), Star Creation is part of the Asia Fashion Exchange (AFX), which is to be held between 15 and 20 May 2012. Twelve finalists will be chosen to face off on the runway at The Tent@Orchard at Ngee Ann City's Civic Plaza in May.

The three winners will get a cash prize from Audi Singapore, as well as the chance to do a one-year work attachment with leading fashion retailer, FJ Benjamin. They will also have a chance to develop and launch a capsule collection at the next AFX.

The competition is open to aspiring designers between 16 and 35 years old who are Asian citizens. Designers will need to submit six original and previously unreleased designs. They should not have more than two years in the fashion industry or be engaged in retail activities of their designs or labels during the period of participation.

Star Creation is an event of Asia Fashion Exchange (AFX) and a key initiative in developing and promoting emerging Asian fashion talent. The event is now into its third year.

Aspiring designers who would like to take part in Star Creation 2012 can get their entry forms online at www.starcreation.sg.

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Textile and Fashion Federation (Singapore)

The Textile and Fashion Federation (TaFf) was formed through a collation of the textile and garment associations in 1981. Singapore's textile and garment industry has since then transformed from a manufacturing base to be a regional fashion, marketing and sourcing hub.

TaFf takes an active role in nurturing the next generation of talents, facilitating marketing and exportation of textiles and apparel to the world and promoting the betterment of business practices through the adoption of advanced technology. TaFf encourages participation in research, development, innovation and other enhancement activity or social projects that add value to the industry. For more information, please visit www.taff.org.sg.

F J Benjamin (Singapore) Pte Ltd

F J Benjamin (Singapore) is an industry leader in brand building and management and in developing retail and distribution networks for international luxury and lifestyle brands across Asia. F J Benjamin has offices in eight cities: Singapore, Kuala Lumpur, Taipei, Hong Kong, Bangkok, Jakarta, Sydney and New York. The company represents over 20 brands and operates over 170 retail stores. For more information, please visit www.fjbenjamin.com.

Audi Singapore

Audi has enjoyed a long and enduring partnership with the world of fashion and design, having collaborated with luminaries like Karl Lagerfeld and Miuccia Prada. It is also a great supporter of fashion festivals around the world including the Joburg Fashion Week, Berlin Fashion Week, the Singapore Fashion Festival and the Audi Fashion Festival. Just like the world's top fashion brands,

Audi cars are synonymous with exquisite design and quality craftsmanship which, together with innovative technology, make them the natural choice for those who want a premium automobile that also delivers high functionality and efficiency. For more information, please visit www.audi.com.sg.

Asia Fashion Exchange

Asia Fashion Exchange (AFX) is an initiative aimed at developing the long-term sustainability of Singapore's fashion industry by building capability and profiling local talent on an international platform here in Asia. It is a joint effort by International Enterprise (IE) Singapore, SPRING Singapore (SPRING) and the Singapore Tourism Board (STB), with the strong support of local stakeholders, to establish Singapore's standing as Asia's fashion gateway.

AFX includes events for both trade professionals as well as consumers, featuring Blueprint, a trade show designed to be an international platform based in Asia; Asia Fashion Summit, a business networking conference for industry professionals; Audi Fashion Festival, a showcase of world-class collections by top international designers and labels; and Star Creation, a fashion design competition to spot budding talent. For more information, please visit www.asiafashionexchange.com.sg.

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SPRING Singapore

SPRING Singapore is the enterprise development agency responsible for helping Singapore enterprises grow. It works with partners to help enterprises in financing, capability and management development, technology and innovation, and accessing new markets. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognised standards and quality assurance infrastructure that builds trust in Singapore enterprises, products and services, thereby enabling their global competitiveness and facilitating global trade.

Please visit www.spring.gov.sg for more information and news about SPRING Singapore.

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.

IE Singapore partners Singapore-based companies in their international expansion through its "3C" framework of assistance (Connections, Competency and Capital), and through its global network in over 35 locations spanning many emerging markets.

It also anchors global trading companies in Singapore and positions the country as a base to expand into the region in partnership with Singapore-based companies. Visit www.iesingapore.com for more information.

Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. It aims to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com.

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