

# **MEDIA RELEASE**

## **LASALLE's Fashion Showcase Dazzles with Swarovski, Converse and Takasago Collaborations Worth S\$100K Graduands incorporate disability considerations into fashion for the first time**

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*Singapore, 4 May 2017*

Three international brands – Swarovski, Converse and Takasago – will collaborate with LASALLE College of the Arts to give graduating fashion students a boost as they step into the working industry. The collaboration for the graduation showcase involves SGD100,000 worth of products to be incorporated into the students' collections – the largest external investment in a fashion showcase thus far – and invaluable consultation with the respective brands' in-house product designers.

Themed *Atelier*, the curated showcase of innovation, creative skills and craftsmanship will be held at LASALLE's Singapore Airlines Theatre on 11 May. Eleven bold and edgy collections selected from 26 graduands of LASALLE's BA(Hons) Fashion Design and Textiles programme will be presented at the runway show.

"Students are setting higher benchmarks for themselves every year. The level of innovation, from apparel to footwear and even fragrances, has been extraordinary, especially with three popular customer brands involved this year. We want to promote excellence in design by connecting our students with the best industry advisors. These collections speak to the current fashion demands, including the needs of minority groups such as people with disabilities. We are confident of the outcomes when the graduands eventually go to market with their creations," said Lionel Roudaut, Course Leader, BA(Hons) Fashion Design and Textiles at LASALLE.

### **Industry Boosters**

Second-year partner Swarovski invested SGD45,000 worth of crystals that will be used in the works of five students. Each student also had the privilege of mentorship under Swarovski's designers to optimise the brilliance of their collections.

In celebration of Chuck Taylor's 100th Year anniversary, Converse partnered LASALLE's fashion students to refresh hype for Chuck Taylor as the next leading fashion style icon. Students customised the sneakers as part of their collections, and a total of seven works have been selected for the finale showcase on 11 May.

LASALLE continued to push creative boundaries this year by collaborating with leading flavour and fragrance company Takasago for the first time. Two graduands, Jamela Law and Morgan Le Fay, took up the challenge to develop scents and create four-dimensional collections e.g. Jamela's honey-inspired fragrance to match her collection's three-dimensional-printed honeycomb structure, and Morgan's cherry, rose and smokey musk composition to complement her childlike, mischievous collection. This was achieved through workshops with Takasago's international senior perfumers Ian Marr and Steve Williams to articulate their design thinking and to combine the right notes for the desired scent. The two graduands were selected for the collaboration after clinching top spots in

the Fragrance Fundamentals Programme that Takasago held with LASALLE in January this year.

Taking the collaborations further, Swarovski will reward the most ground-breaking designer with SGD10,000 worth of crystals that can be applied to the winner's subsequent collection. Converse will also offer cash prizes for the Overall Best Collection (\$800) and Best Sneaker Design (\$500) categories.

### **Fashion with a message**

Graduands are stomping the runway this year to convey strong messages about the community and environment.

*1000MPH* by Elisa Lim Shi En and Ethrisha Liaw Jiaqing speaks to people with disabilities. The two designers conducted multiple focus groups and created various prototypes of wearable therapy for wheelchair users. The collection plays up dimensions to offer structural relief to a seated wearer, and uses beadwork as a form of therapeutic massage. The completed line of wearable therapy, which includes Swarovski crystals and carries customised Converse sneakers, aims to improve the comfort level of wheelchair users, especially if they are seated in the same position for an extended period.

Another cutting-edge collection is Jamela Law's *BεεingIHuman*. Apart from Law's creation of a new complementary scent, the collection also features Swarovski crystals and sneakers from Converse. The four-dimensional collection is a tribute to nature's wonder and inspired by the purpose and structure of honeycomb. Law fused geometric, architectural and biological forms on a human body to question the relationship between humans and nature, and how more people can do their part to save the environment.

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### **About LASALLE**

LASALLE College of the Arts in Singapore is a leading tertiary institution in cutting edge contemporary arts and design education and practice. The college offers over 30 undergraduate and post-graduate programmes in art, design, film, animation, fashion, dance, music, theatre, arts management, artist education, art therapy, Asian art histories and creative writing.

Its faculty is led by a community of award-winning artists, designers, educators and researchers, and their practice-led research sets LASALLE apart as an international centre of excellence. Critically acclaimed alumni form the core of the cultural and creative sectors in Singapore and increasingly internationally.

Founded in 1984 by de la Salle Brother Joseph McNally – a visionary artist and educator – LASALLE is a not-for-profit, private educational institution. LASALLE receives tuition grant support from the Singapore Ministry of Education. Its degree programmes are validated by Goldsmiths, University of London.

[www.lasalle.edu.sg](http://www.lasalle.edu.sg)

### **About Swarovski**

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth

generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people.

A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

### **About Converse**

Converse Inc., based in Boston, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as "America's Original Sports Company"™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Today, Converse offers a diverse portfolio including lifestyle men's, women's and children's footwear, apparel and accessories and is sold globally by retailers in over 160 countries. For more information, please visit <http://news.nike.com/converse> and follow @converse.

### **About Takasago**

Takasago, with origin from Japan, is the only leading global Asian company in the fragrance and flavor industry. Since 1920, Takasago has a long history of enriching society through creative and innovative tastes and scents. Both passion and precision are at the heart of our creations. The power to entice is brought about by having an internationally renowned collection of expert, passionate and multi-talented perfumers that pay attention to the tiniest detail. At Takasago, we use our unique creativity, Asian DNA and technological capabilities to mutually enrich our perfumes to become vehicles for true innovation, contributing to enrich society and re-enchant the senses.

### **Annex**

Highlights from LASALLE's Fashion Showcase

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