
Christian Dior invites Raffles Shanghai students for fashion confab

20 January 2014 - Christian Dior selected three Raffles Shanghai students from among 70 other students from 16 top designs schools worldwide to attend an international conference and fashion show on haute couture in Paris, France.

The Creative Director of Christian Dior, Raf Simons, sent the formal invitation in December 2013 to Raffles Design Institute Shanghai. The three-day tour, which was also an all-expenses-paid trip by Dior, gave the participants an opportunity to tour around the Dior's headquarters and attend a workshop, conference and haute couture show.

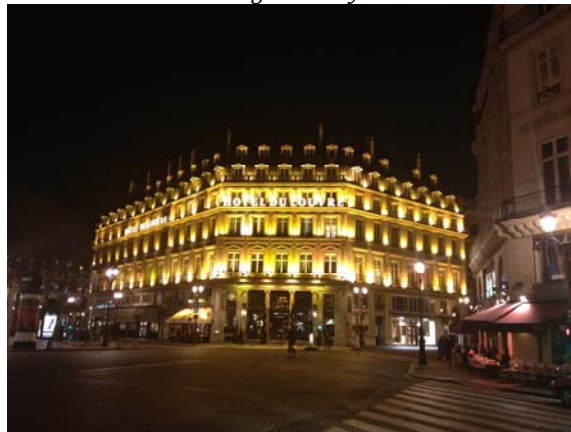
Raffles Design Shanghai selected its top three fashion design students - Xu Yingjin, Wu Die and Fu Yuji - to fly to Paris with the Program Director of Fashion Design Department, Liz Thng. Delegates from Raffles Shanghai were greeted by a Dior executive at Charles De Gaulle International Airport and they were arranged to stay in the five-star Hotel du Louvre right in the historic center of Paris. Other participating prestigious design schools include Central Saint Martins College, The Royal College of Art London, the Antwerp Royal Academy of fine Arts, and Bunka Fashion College. Tsinghua University and Raffles Design Shanghai are the only two schools in China that were invited to the conference.

On their first day of arrival, all the students and lecturers were invited to visit the maison's ateliers on Avenue Montaigne. The participants caught a glimpse of how the haute couture artisans work at breakneck speed to finish the intricate garments that would become the central motif of the collection for the haute couture show.

The students had a life-changing experience and chance to interact with the couture designers and with other students who share the same passion and talent in fashion design.



Raffles students and lecturers are greeted by a Dior executive at the airport.



Raffles delegates are accommodated at the 5-star Hotel Du Louvre.



In the hotel room, Dior prepared gifts and invitations to the couture show.



The students (Fu Yuji & Xu Yingjin) visit Dior's Headquarters on Avenue Montaigne.



Students visit the mansion's ateliers to take a closer look at the making of garments for Dior Couture 2014SS collection.

The following day, Raffles delegates were also given a tour of Dior's headquarters as well as informative lectures on the maison's culture and history by the CEO Sidney Toledano and the Archivist Soizic Pfaff. During the lectures, when asked about why students from Raffles Design Institute Shanghai were selected to attend the show, Mr. Toledano replied, "It is because you are one of the best design schools in the world!"

In the afternoon, the Raffles students had a chance to meet designers from other LVMH houses such as Louis Vuitton and Celine. During the five-hour workshop,

the designers shared their learning and working experience with international students from London, Shanghai, Florence, Tokyo, Antwerp, New York, and Beijing.



Dior's Archivist Soizic Pfaff gives a lecture about the history of the brand to about 80 attendees from 16 top design schools.



Designers from LVMH houses share their experiences on the future of fashion.

The highly anticipated event of the Paris trip was undoubtedly the couture show at 8:00 pm on 20 January which took place at The Musée Rodin. Although the students had a sneak peek on the collection previously at the workshop studio, they were still excited to see the actual haute couture accentuated with exquisite accessories being displayed down the runway. "This is a once-in-a-lifetime experience!" Xu Yingjin exclaimed. "The show is spectacular. I think this Paris trip will have a huge influence on me and my design."

When Simons made his exit at the end of the show, the audience applauded with exhilaration. Several media came up to interview Simons and the students on their experience of Dior's once-in-a-lifetime opportunity as well as dealing with media attention as they continue their journey on becoming a top designer in the future.



Dior Couture 2014SS



The audience applauds Raf Simons as he makes his exit at the end of the show.



Raffles Students Wu Die and Xu Yingjin at Dior Couture runway.

The three chosen Raffles students could hardly conceal their undeniable excitement. Fu Yuji expressed his desire to become a top designer in the future. "Of course, without studying harder, I can't achieve that," he said. Wu Die realized the importance of English when she communicated with students from other schools. "Everybody is communicating in English. A designer needs to express a concept effectively in English. As a design student, it is crucial to master a foreign language."

From Dior's perspective, the point of this grand gesture was to share the passion and savoir-faire of haute couture to a new generation of would-be fashion designers. As one of the 16 top design schools invited by Dior, Raffles Shanghai is honored and privileged to send the best students to attend Dior's haute couture show. It will continue to excel and strive to nurture more new design talents for China's fashion industry.

About Raffles Design Institute, Shanghai

Established in 1994, Raffles Design Institute, Shanghai is a collaboration between Singapore's Raffles Design Institute and Dong Hua University, China. The college enjoys pioneer status as one of the earliest approved Sino-Foreign Joint Cooperative Schools in China.

Raffles Design Institute, Shanghai is located within the campus of Dong Hua University, one of the most prestigious top ranking universities in China. Throughout its 20 years of development, Raffles Design Institute, Shanghai has become the leading creative and business education provider in China offering higher education programs of international standards across a variety of disciplines in a multicultural setting.

Raffles Design Institute, Shanghai is committed to nurturing creative talents and design management expertise for the arts and design industry. Over the years, the college has built up a strong reputation for producing the most talented young designers and creative professionals in the region.

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