

INTERNAL RELEASE

4TH CONSECUTIVE YEAR OF WINNING FOR RAFFLES

Singapore, 06 April 2011 – Raffles Design Institute, Singapore (“RDI Singapore”) did it again!

For the fourth consecutive year, Raffles Designers bagged the top prizes at the annual Triumph Inspiration Award (“TIA”) – a global fashion design competition for stylish shapewear.

This year, 21-year-old RDI fashion design student Winnie Seito beat 14 other hopefuls with her design entitled ‘Beau De Contour’.

The theme for this year’s competition is “125 years Celebrating Women”, in conjunction with Triumph’s 125th birthday celebrations. Participants were challenged to give their own interpretations of the theme through the creative design of lingerie and shapewear that are innovative, fresh and embody unique female qualities.

The 15 finalists showcased their designs at 72-13 ICCA on 31st March 2011 before a distinguished panel of judges hailed from a variety of design and media fields. After a catwalk and a gruelling question-and-answer session with the judges, Winnie was declared the coveted Singapore national winner.

The winning design was inspired by the 1950s’ fashion icon and sex symbol Sophia Loren. The Italian actress is seen as the epitome of beauty with her beautiful facial features, gorgeous body and fashion style. Winnie chose to capture Sophia Loren’s

timeless beauty with the use of vintage black lace mesh and fenced underwires around the hip to emphasis a woman's curves and femininity.

As the national winner, Ms Winnie will represent Singapore and pin her design against 37 other national winners at the International finals at Berlin in July.

"I really did not think it was going to be me as competition was really tough. I'm thankful to the judges for giving me the opportunity to represent Singapore at the international finals and my lecturers for their guidance," Winnie said.

"If I emerge victorious in Berlin, it will truly be a dream come true."

The third prize went to Raffles fashion design student, Sophia Eng. Her Lisa Fonsagrives Penn-inspired bodysuit, entitled 'The Modern Vintage', delighted the judges and audience with its detachable 3D-corset.

Raffles Design Institute is definitely no stranger to TIA.

Since TIA's inauguration in 2008, Raffles has been an active participant and has seen four of its students declared Singapore national winners of the competition: Afton Chen's 'G.I Jane' in 2008; Ada Yeong's 'Marchesa Luisa Casati' in 2009; and Grace Sugiarto's 'Preserved Beauty' in 2010. Grace's design was even donned by UK pop icon Cheryl Cole in her music video 'Promise This'.

Professor Giuseppe (Joe) Spinelli, Principal of RDI said, "TIA is a high-profile event that offers young budding designers major jump-starts in their careers and an international platform to showcase their talents. I am proud that our students have delivered outstanding results at TIA since it was first introduced in 2008. We hope that Raffles students will continue to do us proud, not only at TIA but in all areas they may choose to venture."



Raffles Fashion Design student, Winnie Seito (middle) giving an interview to RazorTV after she was declared as Singapore's national winner of Triumph Inspiration Award ("TIA") 2011.



Raffles Fashion Design student and 2nd runner-up of TIA 2011, Sophia Eng (right) detailing her design to the judges at the gruelling question-and-answer session.



Raffles Designers, Winnie Seito and Sophia Eng, with models donning their award-winning shapewear.



Raffles Designer Grace Sugiarto's 'Preserved Beauty' at TIA international finals last year. The shapewear was also worn by UK songbird Cheryl Cole in her music video 'Promise This'.

About Raffles Design Institute

Raffles Design Institute ("RDI") is an international 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).

Since establishing its first college in Singapore in 1990, Raffles Education Corporation Limited ("RafflesEducationCorp") now has a network of 39 colleges in 35 cities across 15 countries in Asia Pacific and the Middle East: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Philippines, Singapore, Sri Lanka, Thailand, Vietnam and Saudi Arabia.

RDI is one of the four education brand names under Raffles College of Higher Education ("RCHE"), a subsidiary of RafflesEducationCorp. The other three brand names are: Raffles Merchandising Institute, Raffles School of Business and Raffles College of Design and Commerce.

For more information on RDI Singapore, please visit its website at www.raffles-design-institute.edu.sg

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