



Annex A – Profiles

	Name	Profile
1.	Amos Ananda Yeo Founder & Designer, Amos Ananda	<p>Amos Ananda Yeo launched his eponymous label the same year he graduated with a fashion degree from Raffles College of High Education. The streetwear label was soon spotted on celebrities such as Wu Chun and Shane Pow, and has been featured by local and international media including Hypebeast and Vogue China.</p> <p>His label has been showcased at Tranoï during Paris Men's Fashion Week and he has won the "Most Influential International Designer" award at China International Fashion Week in 2019.</p> <p>Instagram: @amosananda</p>
2.	Dexter Tan Founder & Designer, Sole Superior	<p>Dexter Tan's affection for sneakers started when he noticed what basketball players wore in videos. He soon saved up to buy his own, and was in fact queueing up for a pair of sneakers when he met Jonathan, with whom he eventually founded Sole Superior.</p> <p>Since then, he has helped elevate Singapore's sneaker and streetwear scene, building and bringing together a passionate community in Sole Superior and its annual sneaker and subculture festival, Street Superior. Still, Dexter maintains that it was serendipity that his passion for sneakers led to the growth of Sole Superior. He also teaches English and Art, integrating facets of street culture into his lessons.</p> <p>Instagram: @solesuperiorsg Website: www.streetsuperior.com</p>
3.	Soh Ee Shaun Artist, designer & illustrator	<p>Soh Ee Shaun is a self-taught Singaporean artist and illustrator. His work has been nominated for the 2012 Sovereign Asian Art Prize, and he recently participated in the 2019 Berlin Festival of Lights.</p> <p>Ee Shaun currently works at the National Gallery. His largest public installation, Move!, was commissioned by the Land Transport Authority and comprises three murals at Bishan MRT Station on the Circle Line.</p> <p>Often unplanned, Eeshaun's abstract drawings and paintings are an experiential and experimental process as he juxtaposes shapes, lines and planes into a web of meditative colours and playful forms; they create non-linear, open-ended narratives that result in success or complete failure.</p>



		<p>Instagram: @eeshau</p> <p>Website: cargocollective.com/eeshau</p>
4.	FLABSLAB	<p>FLABSLAB is an independent, multi-disciplinary platform bringing together international and notable contemporary artists and designers, trendsetters and design lovers.</p> <p>The following four artists and designers are part of the FLABSLAB creative collective.</p> <p><u>Zan Cheong</u> Zan Cheong is a creator of her own unique world that seeks to rationalise the irrational in our nonsensical reality. A controlled psychedelia, her colourful artworks depict imaginary characters with narratives that draw influences from her everyday life. She finds joy in the process of bringing her imagination to life in the form of artworks and figurines.</p> <p><u>Trivia Goh</u> Creator of the imaginary, whimsical and adorkable, Trivia Goh is an artist-illustrator whose works revolve around otherworldly characters and places. As a constant documentation of her casual daydream world, she brings her flights of fancy to life in the form of paintings and handmade toys.</p> <p><u>Erikatoon</u> Erikatoon's works are bootleg amalgamations of timeless pop culture references. She enjoys exploring the intricacies of dark, gory themes with her detailed renderings, and aims to initiate conversations with her candid expressions of taboo subjects.</p> <p><u>Jeremy Tanavit</u> Jeremy Tanavit, a.k.a. Tanavit23, is an illustrator and toy designer based in Singapore. He has applied his cheeky and mischievous ideas to projects with Cartoon Network, Sesame Street, and Night Owl Cinematics, to name a few.</p> <p>Instagram: @flabslab Website: flabslab.bigcartel.com</p>
5.	Chee Sau Fen Founder, Heads of State Millinery	<p>Chee Sau Fen, founder of Heads of State Millinery, designs sustainable statement hats by applying radical redesign to the art of hat-making. The label's creations seek out fresh applications for regional indigenous craft traditions and overlooked raw materials, while celebrating the coexistence of communities.</p> <p>Sau Fen aims to make lasting connections between hat-makers and hat-owners. She believes that as each of her hats leads its way around the world, it has the potential to</p>

		<p>turn heads and change minds, making a statement about the positive role that fashion plays in ecologically and socially responsible development.</p> <p>Instagram: @headsofstatemillinery Website: www.headsofstatemillinery.com</p>
6.	Inez Tan Founder & Designer, Inez Designs	<p>Inez Designs started in 2010 as a side project of Inez Tan, who was then selling handmade jewellery while working full-time. It was only in 2016 that she made her first commissioned embroidery piece; before long, she began incorporating thread work into her jewellery.</p> <p>After leaving her full-time role, Inez found embroidery and jewellery-making to be a meditative and creative outlet, and eventually turned her practice into a business. She is known for her series “She Draws I Thread”, where she translates her daughter’s doodles into embroidery on cloth, and her embroidery of iconic Singaporean imagery.</p> <p>Instagram: @inezdesigns Website: www.inez-designs.com</p>
7.	Jian Yang Barbie Doll and Toy Collector	<p>Globally famed for his 12,000-strong Barbie doll collection, Jian Yang is now the author of a book called #flushablefashion. Essentially a travelogue documenting the countries he’s visited and the dolls he brought, the book is also a visual feast of his new craft – fashioning doll couture out of toilet paper.</p> <p>He describes himself as a grown-up who still loves collecting and playing with toys, and is a shining example of someone who has kept his passion alive through the years. He attributes his particular love for Barbie dolls to their iconic permanence in the toy scene: it is one of the few toy series that has remained in production and popularity since 1959.</p> <p>Instagram: @jianyang1979</p>
8.	Josiah Chua Founder & Designer, Josiah Chua (Label)	<p>Josiah Chua is a fashion designer and stylist from Singapore. His creations revolved around fantasy-based concepts, mixing novelty as well as original materials to create fresh new textiles and textures. Most of his creations showcase showmanship in approaching various themes by combining unexpected elements in a singular work/creation to evoke new perspective and eclectic outcomes.</p> <p>His work is sometimes mistaken for cosplay. While Josiah says he both laments and embraces the misconception, he is perfectly comfortable knowing that his work does not reflect his personal style. In fact, having received awards</p>

		<p>locally and abroad, and with Lady Gaga picking up one of his pieces, Josiah is confident that his bold creations are here to stay.</p> <p>Instagram: @JosiahChua</p>
9.	Kenny Lim & Andrew Loh Curator & Co-founders, Sect Shop	<p>Kenny Lim and Andrew Loh co-founded their label in 2006 and their style is heavily influenced by punk, street gothic and Chinese elements.</p> <p>It is also built on their belief that the power to change one's life lies within oneself. The self-taught designers credit their success to staying true to their passions, without limiting themselves to trends or frameworks.</p> <p>The label has grown from its humble beginnings into a notable home-grown Singapore brand and have had their collections shown at Berlin and Seoul Fashion Week, with pieces worn by celebrities including Zhang Ziyi. The label can be found at Sects Shop, their multi-label concept store, which also stocks other cult streetwear labels from across the globe.</p> <p>Instagram: @sects.shop</p>
10.	Goh Ling Ling Founder & Designer of Ling Wu	<p>Ling Wu began nine years ago when Goh Ling Ling decided to pursue her passion for design and love for bags. With her brand, she seeks to create bags that look and feel good, without pandering to trends.</p> <p>Following the footsteps of her family who all have a long history of running their own businesses - her grandparent's rojak stall and market stall, her mother starting her own provision shop at 18, and later a successful garment manufacturing business – Ling believes that this and her experience in helping out in her family business has instilled in her a strong work ethic and her own sense of entrepreneurship. This led her to start her eponymous luxury bag brand and growing the business to what it is today.</p> <p>Instagram: @lingwubags Website: www.lingwu.sg</p>
11.	Marina A Artist & Illustrator	<p>Citing astrophysics and the symbolism between serpents and females as sources of inspiration, Marina's illustrations are distinctive, eye-catching and surrealistic. She sees art as a cathartic relief and a way of turning something negative for the better.</p> <p>Despite having once contemplated quitting art, Marina has continued in pursuit of her passion, and continues to outdo herself as an artist and illustrator, working across different</p>

		<p>artistic mediums. She has since collaborated with brands and local musicians on a range of branding and album artwork.</p> <p>Instagram: @mrn.a</p>
12.	Nathanael Ng Co-founder, MASH-UP	<p>MASH-UP is an independent fashion collective founded in 2012 by Nathanael Ng, Shaf Amis'aabudin, and Daniela Monasterios Tan. The Singapore-based label has built a loyal following with its playful, DIY aesthetic, creating bold and fun wearable objects featuring tongue-in-cheek references to pop culture, revolutions and beyond.</p> <p>To date, MASH-UP has collaborated with various lifestyle brands and showcased at Digital Fashion Week, Bangkok Fashion Week and Parco Shibuya. MASH-UP has also recently worked with Chan + Hori Contemporary for D/sini: building a monumental pavilion for the art festival titled 'NENAS ESTATE'.</p> <p>Though his journey as a local fashion designer may be gruelling, with a difficult market to break through, Nathanael maintains that a sense of conviction and unwavering belief will serve homegrown designers well.</p> <p>Instagram: @whatamashup</p>
13.	Renyung Ho Designer, MATTER	<p>MATTER reinterprets textile heritage into prints that tell stories of where and why they are made. Working with a curative philosophy inspired by tradition, we source heritage prints and styles while reinterpreting them in a modern manner. Our purpose is to impact change beyond textiles — to make rural artisan production sustainable, shift designers' approach to their process, and inspire customers to value provenance.</p> <p>Instagram: @matterprints Website: shop.matterprints.com</p>
14.	Lydia Yang Founder & Designer, Oak & Bindi Hakim Samat Crafter & Maker, UNUSUAL FELINES	<p><u>Oak & Bindi x UNUSUAL FELINES</u></p> <p>Growing up, Lydia Yang a.k.a. Oak & Bindi, would draw whenever she could, whether on school desks or while making cards for various occasions. She later earned a diploma in Visual Communications from Temasek Polytechnic's Design School, and upon graduating, took on various jobs that inspired and led to a love for graphic design.</p> <p>Soon, Lydia began painting murals and was commissioned to create illustrations. She eventually co-founded illustration collective Tell Your Children. Known for her</p>



		<p>strong, yet playful style of illustrations, Lydia's work has caught the attention of international brands and artists like Guess, Under Armour, Lazy Oaf and A\$AP Rocky.</p> <p>Instagram: @oakandbindi</p> <p>UNUSUALFELINES (Hakim Samat) is a crafter and maker based in Singapore. He mostly specialises in designing and making custom-made sewn goods, combining functionality with careful handcrafted details. Inspired by the technicalities of workwear and outdoor gear, seamlessly bringing together function and design with superior materials and hardware.</p> <p>Instagram: unusualfelines</p>
15.	Onlewo	<p>Onlewo tells stories of Singapore through its fabric patterns and its contemporary renditions of culture, heritage, architecture and places. Greatly inspired by memories of youth, the brand's name is derived from the Mandarin phrase 安乐窝, which means "safe and happy home" and is meant to embody one's experience of childhood.</p> <p>Onlewo hopes to connect people with memories, enliven conversations, and ignite new passions, and to ultimately create work that celebrates Singapore.</p> <p>Instagram: @onlewo Website: www.onlewo.com</p>
16.	Ivan Timothy Prasetya Co-founder, Pras the Bandit	<p>Founded in 2011, Pras The Bandit is a Singapore-based streetwear label that embodies the grittiness of street culture with its strong visual language. Co-founded by Ivan Timothy Prasetya, the brand is inspired by the rebellious, punk attitude of going your own way.</p> <p>It seeks to champion the spirit of playing the game by your own rules, while not losing sight of a contemporary urban aesthetic. Ivan's works are reflective of his background in graphic design and street culture, turning the label into one of Asia's best kept secrets.</p> <p>Instagram: @prasthebandit Website: www.prasthebandit.com</p>
17.	Sabrina Goh Founder & Designer, SABRINAGOH	<p>A pioneer of the local fashion industry, Sabrina Goh was a finalist in the Singapore Young Designer Contest in 2006 and 2007, and one of the designers showcased at Audi Fashion Festival 2009. That same year, she debuted her label ELOHIM BY SABRINA GOH, which was stocked at multi-label stores worldwide.</p>



		<p>After having to shutter her boutique in 2014, Sabrina got back on her feet to launch SABRINAGOH, a flagship store that features offerings from other independent Singaporean labels. She envisions SABRINAGOH as a space to build a local creative community, where meaningful products of Singaporean brands are showcased.</p> <p>Instagram: @bysabrinagoh Website: sabrinagoh.com</p>
18.	Heng Kang Yong Accessory Artist	<p>Heng Kang Yong, or theKang, is a self-taught designer. His passion for handcrafting and working with different materials, textures and patterns led him to leave the Graphic Design program he was in at Lasalle College of the Arts to pursue accessory crafting, and eventually launch his own brand in 2013.</p> <p>Kang's androgynous creations incorporate upcycled and unconventional materials, ranging from chainmail, nuts and bolts, to vinyl records. True to his passion, he also runs upcycling handicraft workshops to share methods of manipulating and transforming trash and everyday objects into extraordinary handcrafted adornments.</p> <p>Instagram: @thekang.sg</p>