

44TH CH.2 GRADUATION SHOWCASE



RAFFLES COLLEGE OF HIGHER EDUCATION



Even during a pandemic, the power of imagination provides the creative possibility of inventing the future.

Muse is an inspiration that allows people to reach ever greater artistic and intellectual heights, from picking up a pen to building the seven wonders of the world. Its role in one's artistic success has been cultured since the beginning of Greek mythology.

44th Raffles Kuala Lumpur graduation, muse is one of the primary key factors that contribute to many masterpieces created by our talented graduates. From chic and fashionable garments to amazingly produced visuals. Raffles Kuala Lumpur believes, *"Every great dream begins with a Muse."*

Innovation begins with you. You can be a muse too!



COLLEGE DIRECTOR



The COVID-19 pandemic has brought about unprecedented changes to our daily lives. In this new normal the measures we are taking today to save ourselves could permanently change the ways in which we live, work, and play in the future.

We are publishing this edition of our Graduation Book as a digital copy with "MUSE – Chapter 2" as the theme and inspiration for the September 2020 Graduation Book.

Raffles Kuala Lumpur, as a leader in personalised learning through our industry relevant courses, monitors trends and develop strategies through investments in curriculum and pedagogy to ensure that our students are always well prepared for the future.

Our graduates with their distinct qualities set them apart from their peers - as assets to employers and as individuals who are ready to compete in the global market. The success of our students, graduates and alumni serves as our inspiration to deliver cutting-edge courses for our future generation.

A firmly rooted belief in Raffles is that Success is not a coincidence, "Success is by Design". Congratulations to our 44th cohort of graduates on the successful completion of their Certificate, Advanced Diploma, Diploma, and the Coventry University Bachelor's degree programmes.

DAVID LIEW
COLLEGE DIRECTOR

4 INTERNATIONAL FASHION BUSINESS | FASHION MARKETING
Bachelor Degree | Advanced Diploma

30 VISUAL COMMUNICATION | MULTIMEDIA DESIGN
Advanced Diploma

34 INTERIOR DESIGN
Advanced Diploma

42 JEWELLERY DESIGN
Advanced Diploma

47 APPLIED PSYCHOLOGY
Diploma

48 CERTIFICATE IN DESIGN
Certificate

TABLE OF
C O N T E N T S



FASHION MARKETING

04



Our students come to us with a passion for fashion and a curiosity for creative marketing practices. So together we go on a journey of exploring that perfect blend of the creative and the strategic, mixing tradition and innovation, creating a realm of industrial competitiveness and benchmark, and striving the battle of success in fashion. Whether the ambition of our students are to start careers within the industry, or to launch their own businesses, we stand by them proud but humble to nurture their skills yet not diluting their creativity and goals. And proud we are. Our students are the ambassadors of our institution and a testimony of our own ambitions.

*To those who has successfully completed our Fashion Marketing programme,
we congratulate you and wish you god speed on your success!*

FASHION MARKETING FACULTY



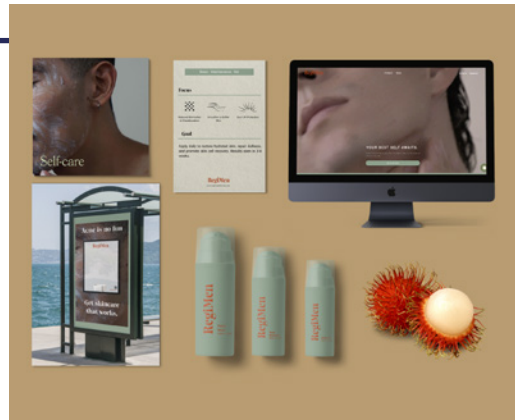
www.forthinkers.org Virtual Exhibition
 This virtual exhibition showcases the work of the 2020 final year BA (Hons) International Fashion Business students of Raffles - Coventry University, Kuala Lumpur.



Global Sustainable Sourcing Research
 Field trips are organized to place away from campus as observation for education, non-experimental research or to provide students with alternative learning experience.



Look Within
 Look Within is a student initiated campaign that strives to spread knowledge and information in relation to social psychology issues in our time through a series of short clips depicting common psychology issues faced by the artists. By launching this platform, they have curated a safe space for struggling individuals to share their stories.



RegiMen



CHLOE TANG
HOI YEE



VISION

To be the go-to self-care resource for men in Southeast Asia.

MISSION

To create easy-to-use and highly effective products, especially engineered to help young men in Southeast Asia to achieve the best possible skin at a fair price.

REGIMEN
SKINCARE

RegiMen is a men skincare brand that develops an uncomplicated and efficacious-driven skincare accustomed for men in South-East Asian at a fair price.



AURORA



EE
JING SHI

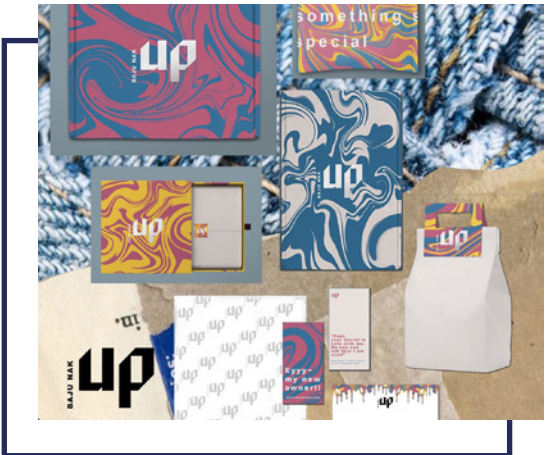
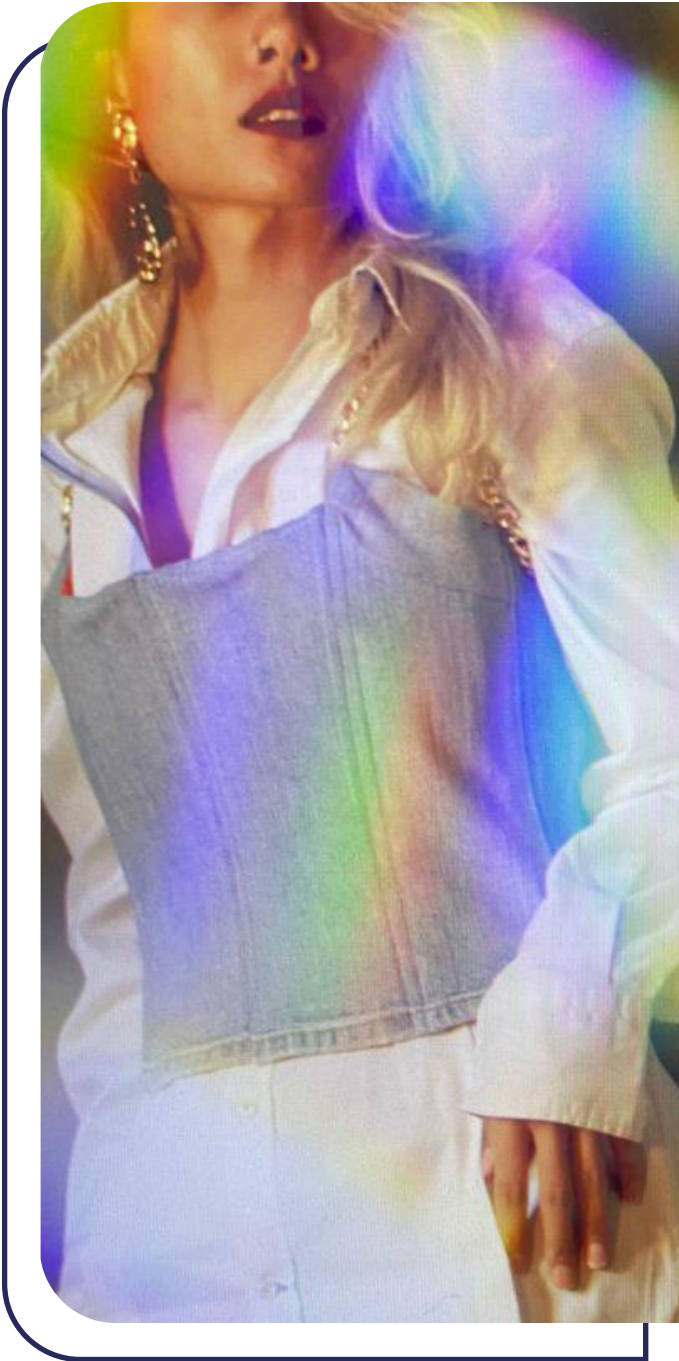


AIMS
Through Aurora's tagline 'Ethical is the new luxury. Nature is the new exclusivity', the brand aims to revolutionize the creation and perception of luxury fashion goods through nature.

VALUES
Aurora's values are to be innovative and experimental to push the boundaries of leather used within the fashion industry.

AURORA

Aurora is a sustainable fashion label that creates products using natural materials. They are made sustainably and responsibly by utilizing food-crop waste as materials.



**BAJU NAK
UP**



**ELAINE
SO**

||

VISION
Buy less and wear more

MISSION
Great fashion means kickass design,
uncompromisable craftsmanship
and not being an asshole to the
environment, and we are all of this.

**BAJU NAK
UP**

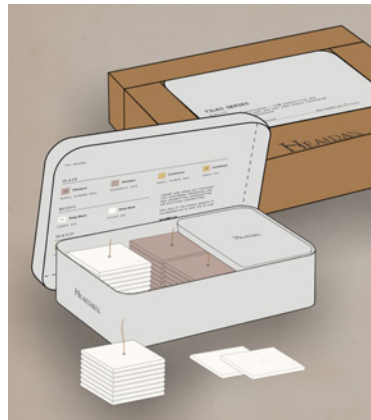
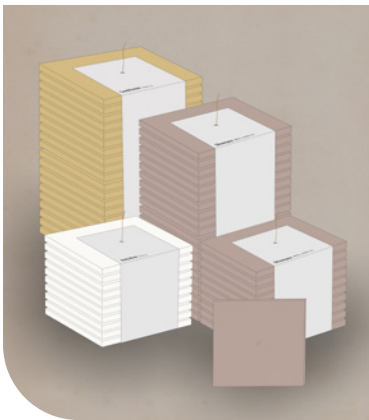
The brand focuses on designing clothing that is not only sustainable but also up to the latest trend. To inspire the customers to adopt a "lesser but cooler" lifestyle, Baju Nak Up designs garments that are upgradable and reversible, allowing the customer to play with different styles with a minimum piece of garments in the wardrobe.



HEALDAN



GISELLE WOO JING YI

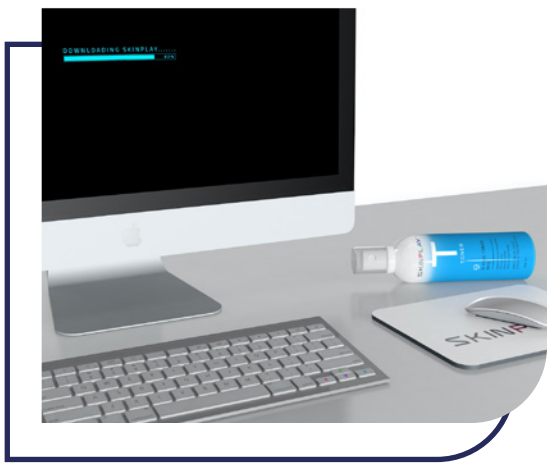


VISION
To stand up as the most earnest
toiletry brand in the world.

MISSION
To create zero waste toiletries that are
effective, safe to the environment and
provides an ease of carriage.

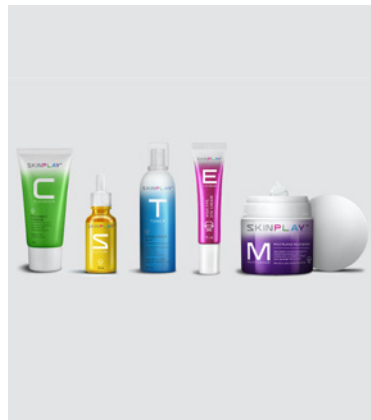
HEALDAN

Healdan invents exceptionally attentive hair and body care, that reforms and revolutionises the everyday toiletry product. Sustainability is the core fundament of the brand and it plays a major role in everything we do. Innovation with a genuine spirit has led to careful and diligent research on the redesign of toiletries to ensure that they function with ease.





JAZMI GHAZALI

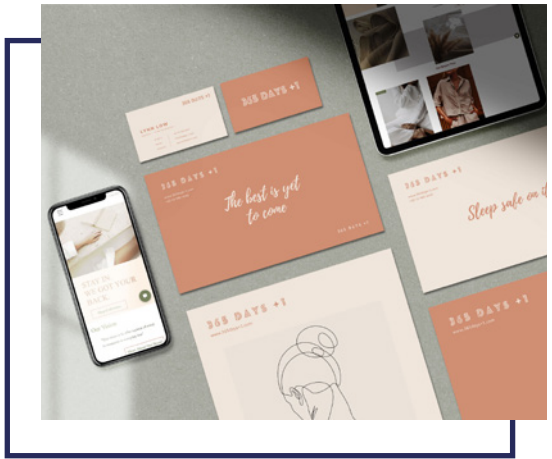


VISION
SKIN P L A Y aspires to be the leading cosmetics and lifestyle brand among Gen. G (Gamers)

MISSION
To create a skincare routine tailored to gamers everywhere. Simplifying skincare process to all kinds of gamers. Making gamers' skin looking great in-game and in real life.

SKIN P L A Y

SKIN P L A Y is a skincare brand that focuses on gamers first by customised offering products that suits the gamer lifestyle. The brand is created for gamers by gamers so that their skin concerns are the top focus when providing the specific skin needs to the fellow gamers worldwide.



365 DAYS +1



LYNN LOW SZE LING

17

VISION

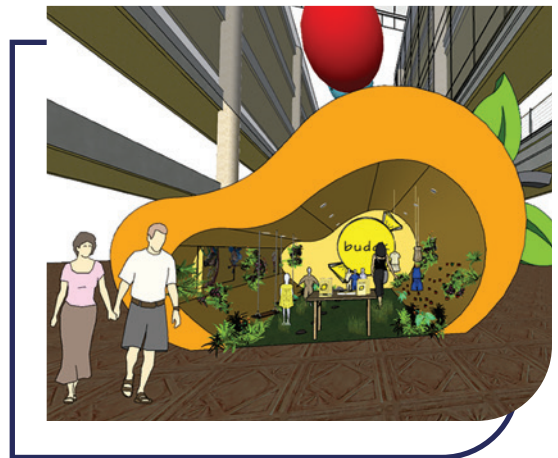
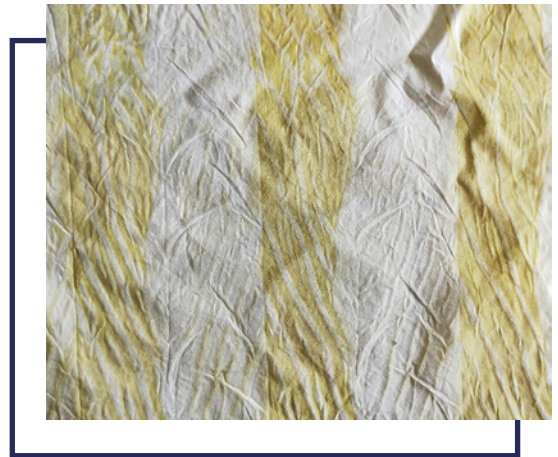
Our vision is to offer a piece of mind to everyone in everyday life.

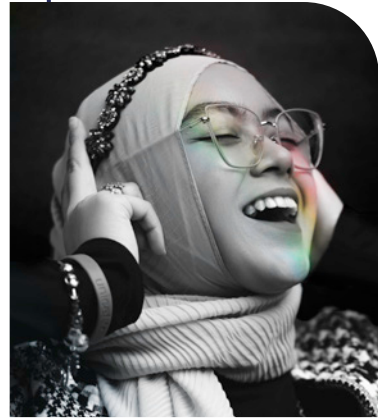
MISSION

Offer mosquito-repellent clothing that is timeless to outlast the trends and for people to live safer, healthier and longer. Build hype and sales via exclusive, top-notch products and service.

365 DAYS + 1

It's not easy for all of us to live in a tropical country that is surrounded with lots of mosquitoes. Therefore, the founder decided to start the brand - 365 DAYS +1 with a collection of mosquito repellent sleepwear for women to protect themselves from getting mosquitoes bites.





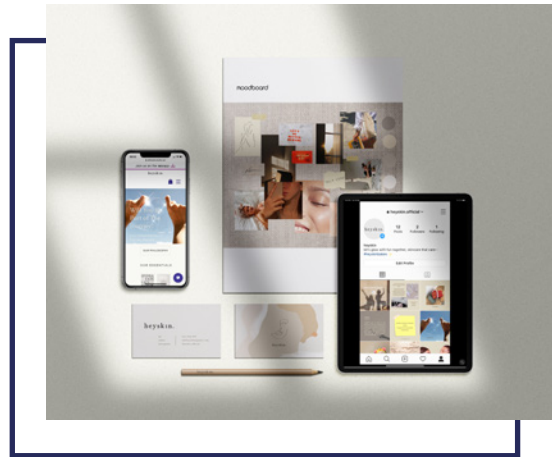
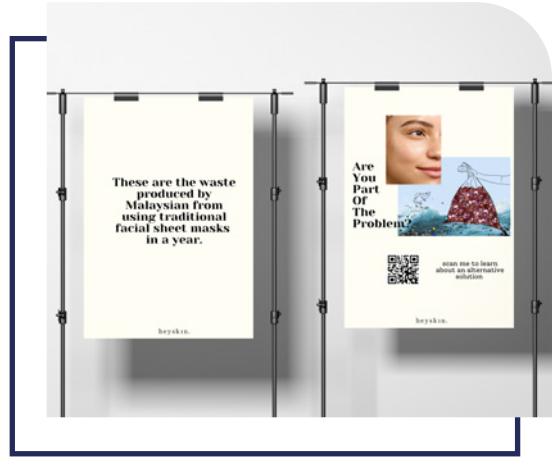
PUTERI SHEBA NELLISA BINTI RAJA AFFANDI

VISION
Dressing the future generations of nature lovers

MISSION
Creating eco-friendly kidswear using natural dyes from local flora and connecting them through great storytelling.

BUDAK

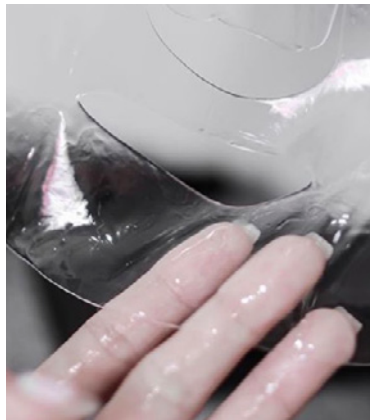
Budak is made from organic textiles suitable for sensitive young skin which makes it comfortable, wearable and safe. It is designed to encourage kids to explore an expressive, playful and creative childhood experience.



heyskin.



TAN HUI TENG



VISION
A trusted destination for your skincare needs that care for you and our environment, also, inspire self-confidence, acceptance and self-love.

MISSION
Formulate for your needs to feed your skin and create awareness for environmental impact.

HEYSKIN

HeySkin designs skincare solutions by using active quality ingredients that benefits everyone. Our product is an environmentally friendly facial mask that targets in restoring skin vitality and skin repair. HeySkin also reduces environmental impact caused by waste materials.



VISION

To help modern women get through their busy lifestyles conveniently. With Antipodal's reversible clothing, women can easily change looks with a simple flip. No more overpacking, no more outfit clash, no more worries!

MISSION

To be a completely sustainable and environment-friendly company that not only loves helping women, but Mother Nature too.



Antipodal is a Malaysian fashion brand that offers stylish reversible clothing for women who are always on-the-go. Products at Antipodal are designed to help women feel more empowered wherever they go. The key words that best represent Antipodal are convenience, versatility and sustainability.

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VISION

AURA strives to distribute an eponymous and effortless style which combines monumental features and contour fluidities that signifies gender equality.

MISSION

AURA depicts the combination between nominal and maximal characteristics with an underlying self-assertive overtone which expresses our own philosophy of self-esteem and self-importance within the design itself.

AURA is a one-stop shop for gender neutral clothing, catering to every individual, offering a depth of quality that is exuded in our product designs. AURA emphasises the concept of mix and match which allows our customers to achieve various styles that resonates with their persona.



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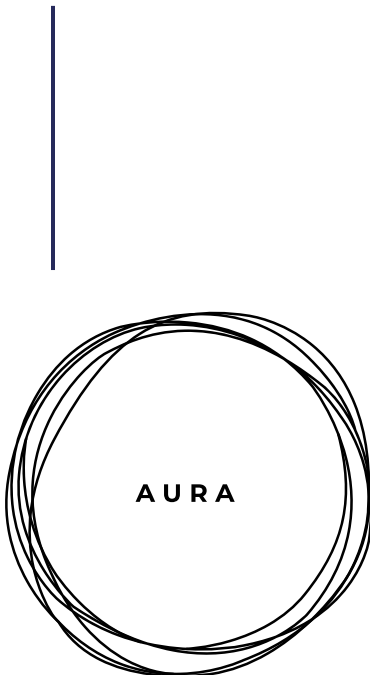
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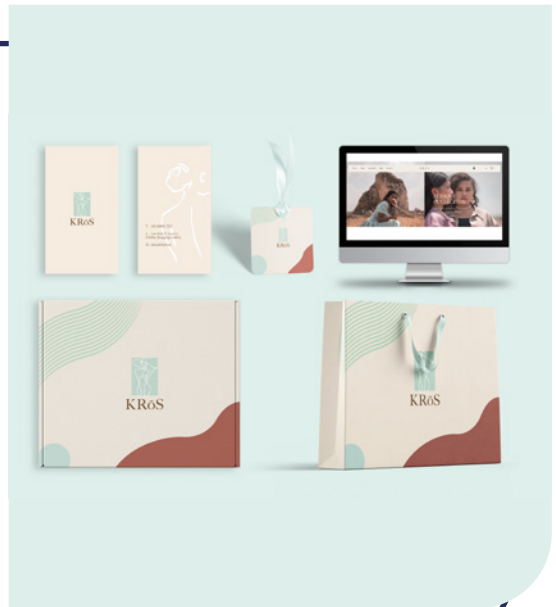
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MISSION

Ultimately KROS wants to be recognized as a label with our own merchandise, it combines both brand identity and portrays consumer's creativity and stories.

KROS; a womenswear label that aspires to create a versatile and flexible wardrobe that elevates enthusiastic and inquisitive driven ladies. The concept of parallel strength - Grit & Grace, which each piece of garment proposes a fresh balance between - strength x softness, minimal x maximal.

The label presents a subtle touch of romance and soft femininity by emerging a series of pieces made up of elements of exaggerated details while maintaining softness, mimicking a perfect balance to evoke naive modernism that is timeless. The clean and sculptural fluidity garments come with an inclusive and extensive size scale for women in different curves to fulfil the value of equality.



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KRōS

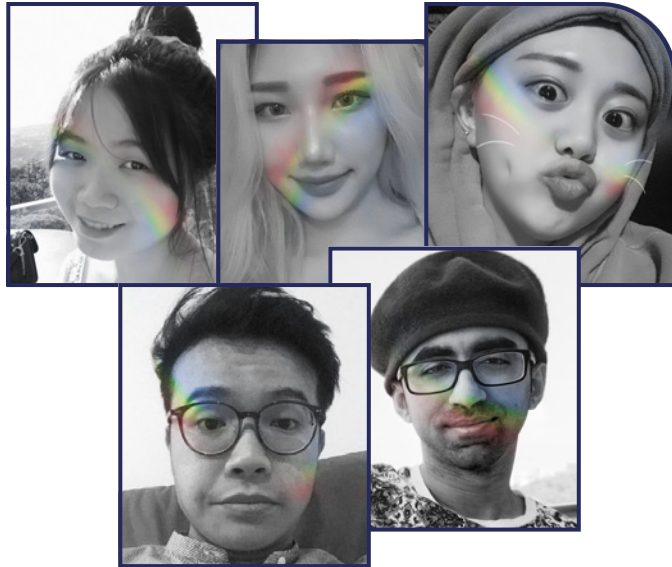


VISION

Our brand vision is to be the most inclusive and affordable shirts in Malaysia while providing the best possible quality, fitting and care-free garments.

MISSION

Graceful, Aspire, Success and Happiness. These aspects are our mission to envisage to our customers while being comfortable and stylish. Delicately designed to fit women in all shapes to ensuring your all day activities.



Gash redefines shirts for females of the era, whom are frustrated of insatiable purchase experiences. It's an inclusive fashion label which embraces more sizes in the market and provides shirts with significant cost-performance and the choices of body shapes. GASH carries formal and semi-formal shirts for females with the exclusive design and fabrics.

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V I S U A L C O M M U N I C A T I O N
& M U L T I M E D I A D E S I G N



30

*Making your dream come true takes a lot of
hard work and passion.*

You showed up daily, whether you felt like it or not.

We hope you feel on top of the world today and continue to embrace life with
passion and keep reaching for the sky full of stars.

Congratulations!



Augmented reality (AR) camera experience, via Lens Studio during the Snapchat AR workshop



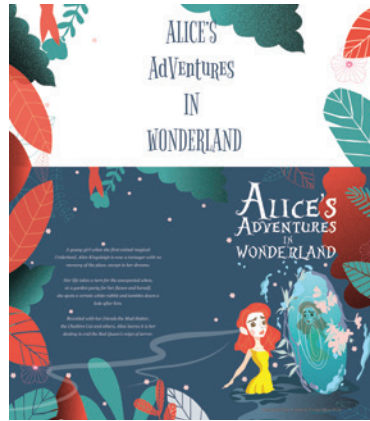
KHH Double Lion Malaysia Raya 2020 poster design contest

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CARMEN YOONG QIAN WEN

32



1
 Tarot Card – Illustration

2
 Alice in the wonderland- Illustration

3
 Hogsmeade Candle- Packaging

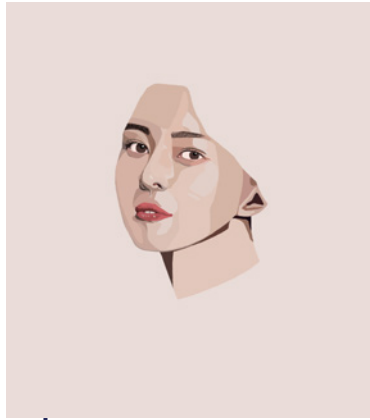
4
 Lin Hueng Tea House – Typography

5
 The Human Experience- Publication

6
 Just In Case – Branding Identity



4



1



behance.net/bhlee0608



5



2



6



3

LEEYOUNG HAN

- 1
Portrait Painting
- 2
Zelda - Low Poly
- 3
Mixed Emotions - Typography
- 4
Alice's Adventures in Wonderland
- 5
Toyota Sport 800 - 3D
- 6
Hyped - Branding



I N T E R I O R D E S I G N



34

This 44th Graduation, the Interior Design Department yet again produced 6 muses; SIX goddesses of design from our Advanced Diploma program; each of them igniting life with their inspirations and ingenuities.

These 6 MUSES shall embark on their design journey in the wake of this virus pandemic, presenting creative solutions to contagion problems while the Interior Design Department continues to frontline and nurture more creative talents.

Throughout the trying months of restricted movement, all ID lecturers had to embrace new normalcy; managing online classes, conducting Webinars, creating online social issues for our students to stay ahead till RMCO was announced were we able to organize

- a sharing session with fellow alumni on how to setup freelance businesses -
 - site visits for our Degree students' Final Major Project -
 - a Meet & Greet session to officially Welcome the new ID students -
 - a private celebration for those who graduated during the MCO period -



Alumni Sharing

A close door tea session in our library for a discussion and a workshop on how to setup freelance business.



Site Visit

Downtown Market Square location recce for Degree Final Major Project.



Meet & Greet

A welcome event also went on live broadcast for our international student and those who were unable to attend.



Private Graduation Celebration

A luncheon at La Boca Pavilion for these graduates whose convocation could not go on because of the pandemic.

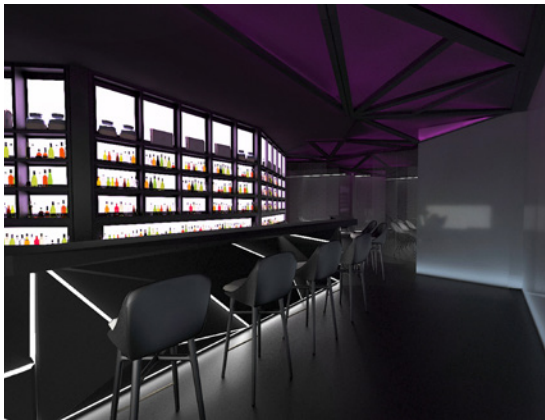
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CHONG SZE CHEN

- 1 3D Rendered Cocktail Bar
- 2 Floor Plan (Retail & Restaurant)
- 3 Marker Rendering
- 4 3D Rendered Living Area

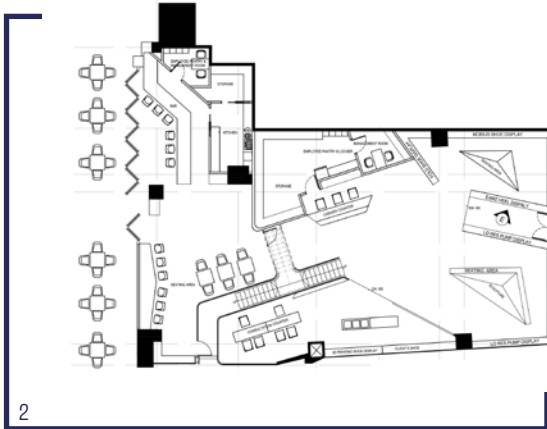
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1



3



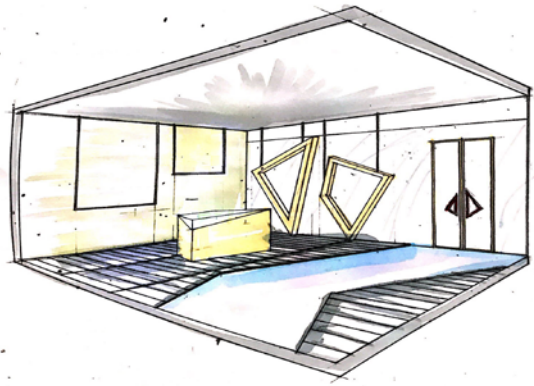
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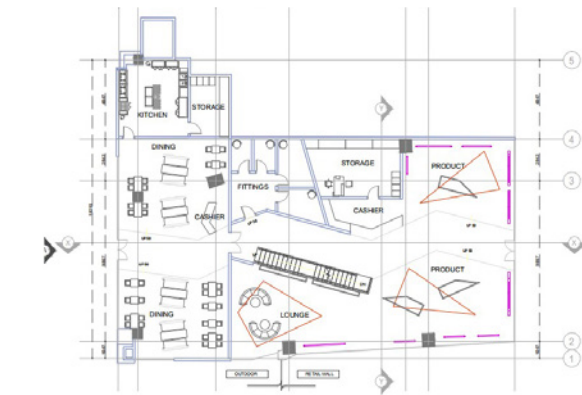
4

- 1
3D Rendered Bedroom
- 2
Floor Plan (Commercial)
- 3
Freehand Perspective Drawing
- 4
3D Rendered Office

CHOW YEE WEN



37



2

4

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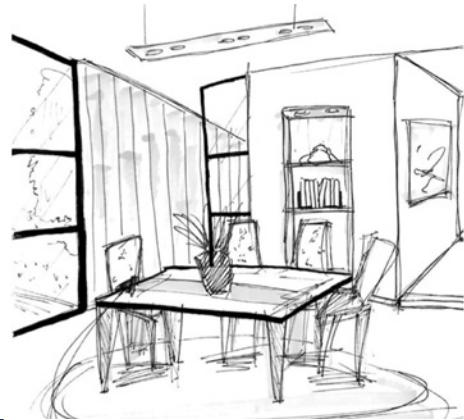
RACHAEL YEONG YUI CHIY

1	3D Rendered Master Bedroom
2	Floor Plan (Retail Store)
3	Black & White Freehand Sketch
4	3pt Perspective Drawing (Furniture)

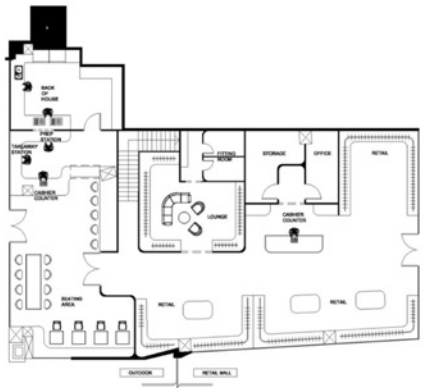
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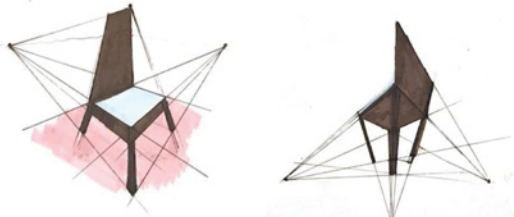
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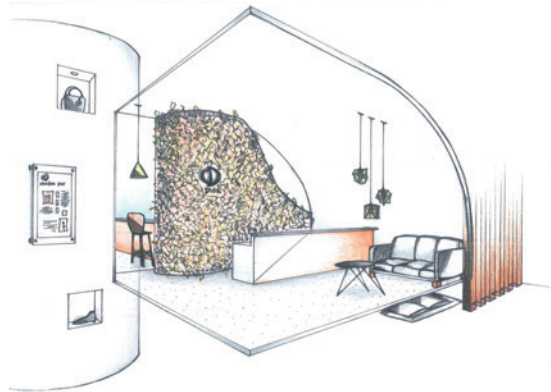
2



4

- 1
3D Rendered Bedroom
- 2
3D Rendered Living Room
- 3
Freehand Sketch
- 4
3D Rendered Meeting Room

SEW
JO VEE



39



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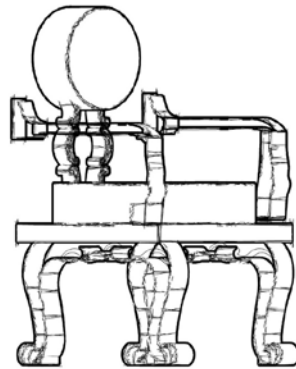
TAN XUAN YI

- 1 Rendered Retail Store
- 2 Ceiling Detail
- 3 Chair Design
- 4 Rendered Section (Commercial)

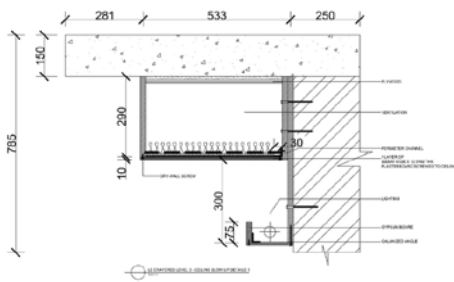
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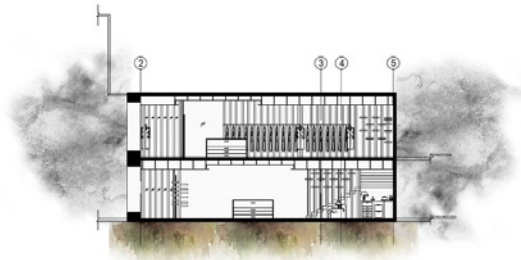
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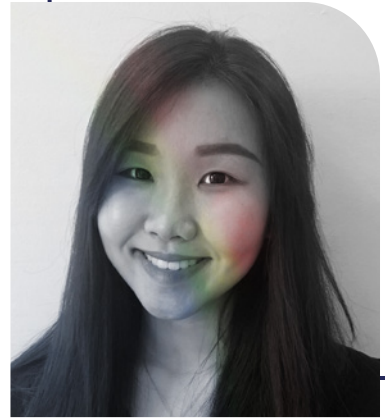
2



4

- 1
3D Rendered Office
- 2
Rendered Section (Commercial)
- 3
Watercolor Rendering
- 4
3D Rendered Master Bedroom

WONG YI CHEN



41

2

4



JEWELLERY DESIGN

42



Through memories, we have the intuitive ability to both preserve and recover information we have learned or experienced.

The three major stages involved in memory: encoding, storage, and retrieval are the building blocks of "Memorial Jewellery" collections; conceptualized and fabricated by the graduands.

Through acquired and retained personal experienced, they retrieved their memories into explorative and expressive jewellery ideas reflecting on theatrical, environmental, and social themes; musing and fusing their recollections and inspirations into contemporary wearable designs.



Jewellery Club Activity

Social meetings and interactions among students in nurturing social cohesion, cooperation, and friendships.



Jewellery Industry Field Trip

Enriching students with the jewellery industry connections, knowledge, and future career prospects.



Jewellery Fabrication Workshop

Fostering confidence and competencies among students in managing and conducting jewellery fabrication workshops classes.



Jewellery Styling

Accentuating student's creativity and presentation skills through compositions of stylings in jewellery advertising and marketing.

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KANG
SUN GYO



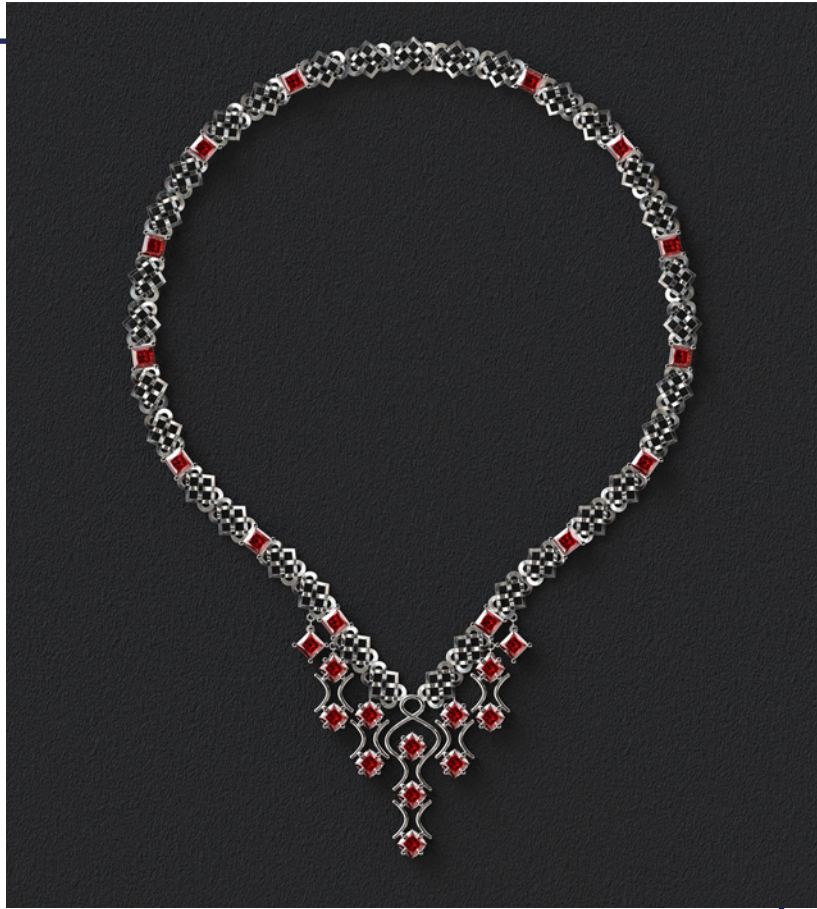
My jewellery collection is inspired and dedicated to the remembrance of the 'Sewol Ho' incident at South Korea in 2014.

Hence, the flowers in my jewellery symbolize the precious souls that perished, and the sea waves are represented by the twisted forms.



LOW
SU YEE

45



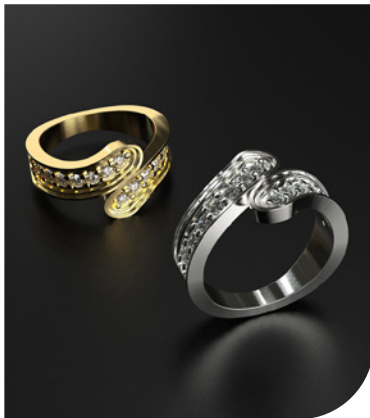
My conceptualized eccentric jewellery collection is inspired by my childhood memories of the movie "The Addams Family".

My collection attempts at depicting the relevant significance of intertwined family relationships, values, idiosyncrasies, and cultures.

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ASEEL
AHMED
SALEM
DUBAYAN



My jewellery collection is inspired by my childhood experience in the mountains and terrains of Arabia.

Through the conceptualization of contoured lines and steps in my collections, it represents my journey and development in the pursuit of creativity in design.

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CLIFFORD NG
YONG YANG

Topic: Alcohol Addiction
My final year project is about alcohol addiction. Alcohol addiction is a serious issue that must be dealt with before it becomes too late. My project talks about how alcohol affects the body and the mind, how and why would people result in using alcohol when facing stress, anxiety or daily chores, and the consequences of extensive use of alcohol.



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GOH
HAO RONG

Topic: Gambling Addiction
My final project is focused on gambling addiction. Gambling addiction is a mental illness where the person has a compulsion to gamble.



APPLIED PSYCHOLOGY

Applied psychology uses psychological theories, concepts, principles, techniques and strategies to benefit the practical and reality world. The compulsive pattern of addictive behaviour explains mental distress the individuals encounter and their effort to cope.

Congratulation for the graduates of Diploma in Applied Psychology who successfully delivered the knowledge of addiction into the awareness of mental wellbeing.

"It's how you deal with challenge that determine how you ACHIEVE SUCCESS."

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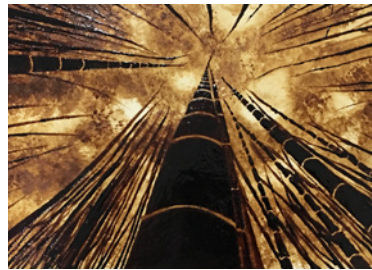
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WONG
YU SHAO



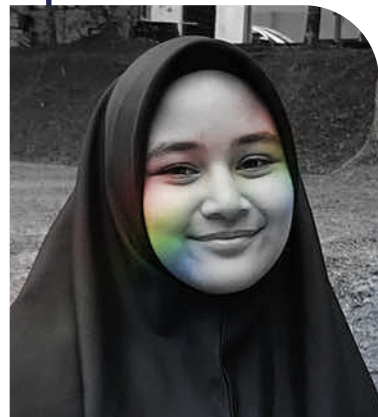
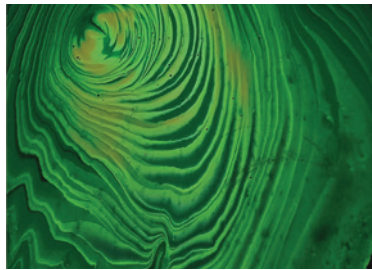
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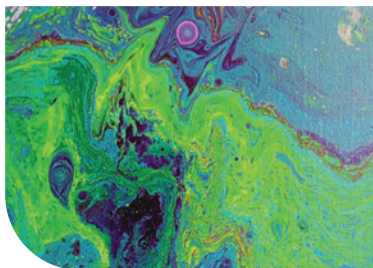
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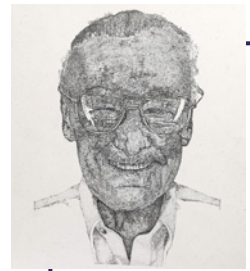
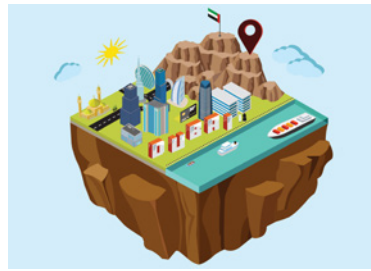


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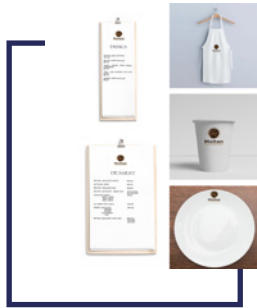
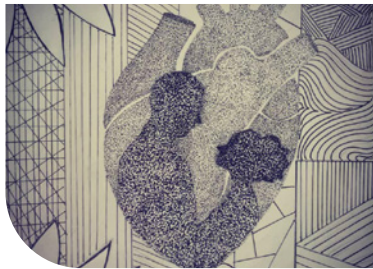


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51



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