# COLLEGE DIRECTOR

"A university is not about results in the next quarter; it is not even about who a student has become by graduation. It is about learning that molds a lifetime, learning that transmits the heritage of millennia; learning that shapes the future"

Drew Gilpin Faust an American historian, and President of Harvard University. Faust is the first woman to serve as Harvard's president and the university's 28th president.

We are proud to congratulate our 39th cohort of graduates on the successful completion of their Advanced Diploma and Bachelor of Design programmes.

TRANSMIT represents the theme for this March 2018 edition of our Graduation Book. Transmitting knowledge is the core of any education institution. Making sure that our graduates continue to be relevant is the key focus of Raffles College of Higher Education.

As a leader in personalised learning through its industry relevant programmes, Raffles is monitoring the trends and developing strategies through investments in curriculum and pedagogy to ensure that our students are well prepared for the future.

Raffles graduates with their distinct qualities will set them apart from their peers - as assets to employers and as individuals who are ready to compete in the global market.

:// David Liew



visual communication 0 1

0 2 multimedia design

interior design  $\Theta$  3

6 4 jewellery design

fashion markerting & management  $\mathbf{6}$ 

6 fashion design

applied psychology 6 7

**08** eidtorial group

graduation-book-transmit-FA.indd 3

# SESSIBLE III

# **ECOMMUNICATION**

# 18 MULTIMEDIA

#### +81/ U-30 Creators The Millennial- Generation Issue. Japan.

+81 is a global visual magazine launched out of Tokyo in 1997. +81 magazine covers creative scenes around the world with a different theme every issue through interviews with artists along with samples of their artwork. In +81 Magazine vol:78 issue, Shin's work from vc department was honoured to be featured in the issue.

#### BRAUN BUFFEL art competition 2017

The Büffel Art Competition is one of the key platforms under the Büffel Art Project, which was inaugurated in 2014. It serves as a platform to encourage aspiring young artists to showcase their talents, while helping to raise funds for charitable organisations.

After receiving the competition invitation in July 2017, 3 groups of students from Visual Communication & Multimedia program took up the challenge. All these groups were shortlisted for the final day competition at Suria KLCC on the 2nd of Sept, 2017. Each team was given three figurines to personalize and execute their designs based on the proposed concept.

We are very proud that 2 of the groups won the 1st & 3rd places.

Shin's work featured in +81/ U-30 Creators The Millennial - Generation Issue. Japan.





# BRAUN BUFFEL ART COMPETITION winning groups & vcmd's participants





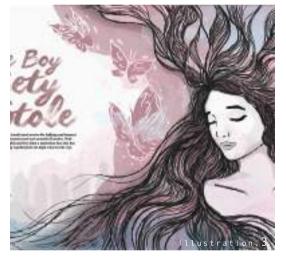




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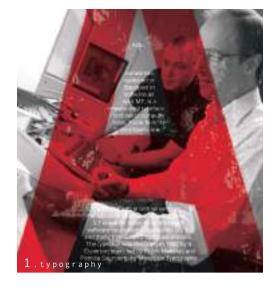












W O N G

Malaysia

E E

eejeannn@gmail.com



1/"ARIAL" Typebook
2/"Fresh" self manifesto
3/Magazine illustration
4/MTV EMAs card design
5/When East Meets West
6/"Full Bloom" perfume set

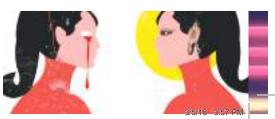
7/"Strangers" publication





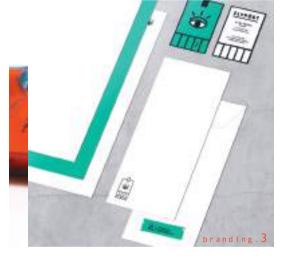


















# N I N A

Malaysia

#### S U R A Y A

ninasuraya97@gmail.com



1/rebel with a cause

2/a brutal guide to punk rock

3/flypost

4/joey's pixel adventure

5/blithe cold brew coffee MERIT; Konika iPrint

6/flypost - artist spotlight
7/entomon poker cards



















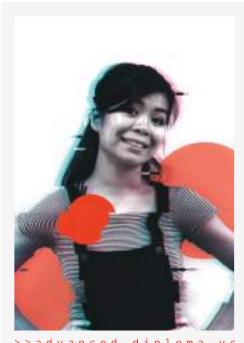




Malaysia

#### RAYCEAL

rayceal@gmail.com



>>advanced diploma.vc

1/Camping Under the Stars 2/ Self Portrait Manifesto 3/Mandalas Colour Harmony 4/ Off the Grid 5/All in for No Fins Campaign 6/Mandalas Typograhy 7/The Giant Mysterious Girl







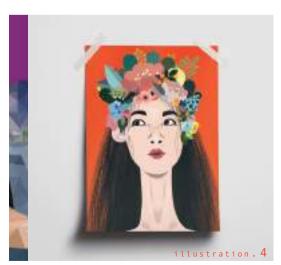




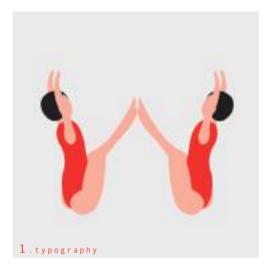










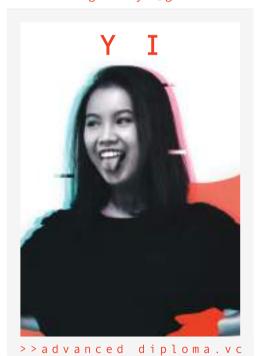


F O N G

Malaysia

SHIN

shin.fongshinyi@gmail.com



1/shinobatic GOLD; s'cooler best typography GOLD; s'cooler best design GOLD; Konika iPrint FINALIST; TISDC

2/peta lipstick BRONZE; s'cooler best print MERIT: Konika iPrint

3/petal rebel
4/blooming flowers, hidden thorn
5/before coffee, after coffee
SILVER; s'cooler best print
6/i am what i am
FINALIST; TISDC
7/chubby kingdom























#### L A M

Malaysia

Z H I

zhiqian@live.com



3/ the flowers want to tell you
4/ snail's post book store

5/ behind prosperity

6/ pork stall no.32

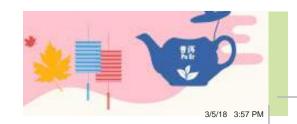
7/ design manifesto







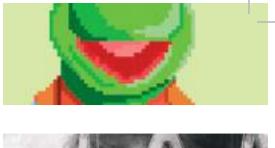






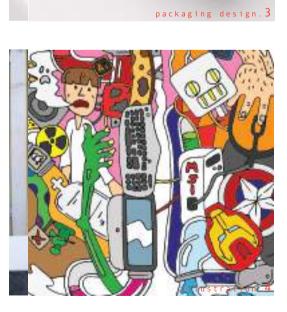












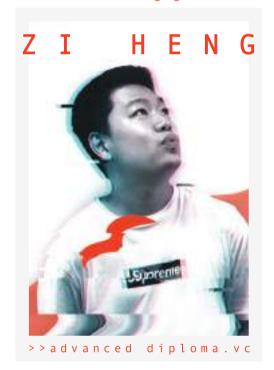


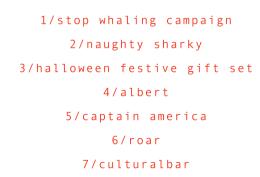
#### ALBERT

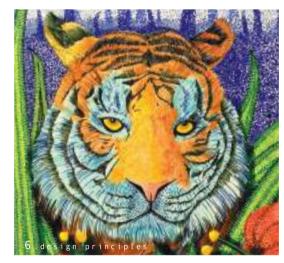
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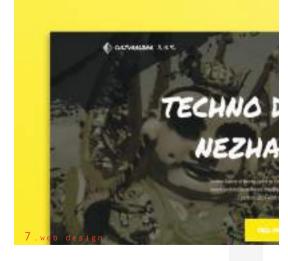
#### LEE

albertleeziheng@gmail.com











identity system



identity system









photography



3D modeling



illustration



3D modeling

### DICKSON

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Malaysia

dickson01x

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app design



3D Modelling



Identity System



Photo manipulation



Motiongraphic



USWillyJeep



personal branding



wonder



flyer design

## JUSTIN

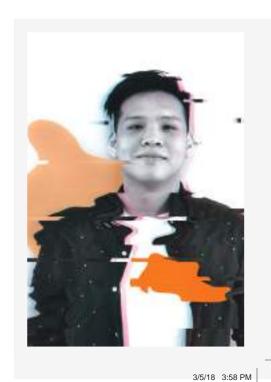
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### CHAN

Malaysia

justinchan

@ g m a i l . c o m



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photography

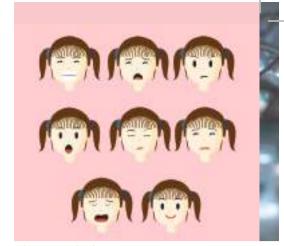


photography



3D technique





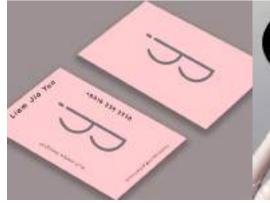
character design



web development



animation



self branding

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liamjiayun

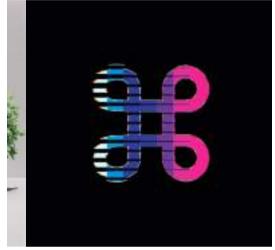
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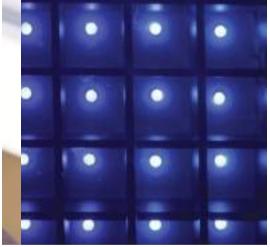
identity system



interactive design



experimental video



interactive design



web design



identity system



identity system



user interactive



interactive design

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We bid farewell to 2017 with our tradition of a yearend Christmas get together where ID students rekindled, reconnected and made new friends.

2017 was another worthy year as we continued to enrich our students with various out-of-classroom experiences; to stay true to our Department's vision of delivering ready and relevant students into the industry. On the Award & Achievement front; we bagged another Silver and two Bronze SPADE awards organized by the IDCS (Interior Design Confederation Singapore) and was shortlisted as a Finalist in TISDC (Taiwan International Student Design Competition; Product Design Category). Whilst the much awaited mall furniture design collaboration with Lot 10 finally materialized with two of our students' designs fabricated for public use within the mall.

2018 shall be another exciting year for us as we continue to transmit new ideas, pilot new boundaries and more importantly; steer young creative minds to further distance and greater heights.

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Christmas Party



Field Trip



DEA Singapore 2017



Furniture Design - Collaboration With Lot 10



TISDC - Product Design Finalist



Field Trip

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PHOTOSHOP ILLUSTRATION

MARKER RENDERED BEDROOM



BUNGALOW PLAN DESIGN

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COMMERCIAL DESIGN - (VERSACE) BOUTIQUE









3DS MAX RENDERED BEDROOM

(ADIDAS) OFFICE DESIGN

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3DS MAX RENDERED STAFF PANTRY





AXONOMETRIC RENDERING



FREEHAND PERSPECTIVE DRAWING



RETAIL DESIGN (MOSCHINO)



3DS MAX RENDERED LIVING ROOM

#### T N G

Malaysia

(GOOGLE) OFFICE-URBAN PARK







FREEHAND SKETCH OF LIVING AREA



(ETIHAD) AIRLINE OFFICE RECEPTION

Malaysia

gabriellch10 @gmail.com

(IMPERIAL TREASURE) DIMSUM CAFE DESIGN



3DS MAX RENDERED STAFF PANTRY





MARKER RENDERED PERSPECTIVE

RESIDENTIAL BEDROOM DESIGN



3DS MAX RENDERED (APPLE) OFFICE



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3DS MAX RENDERED BEDROOM







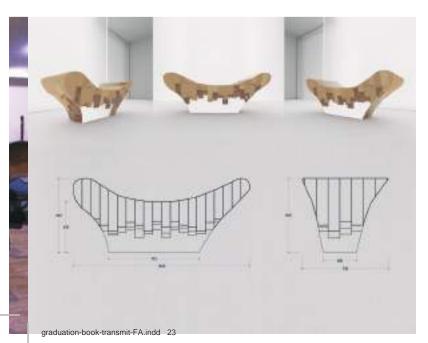
LIVING ROOM DESIGN

3DS MAX RENDERED DINING AREA

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Malaysia
sherrou\_99
@hotmail.com

PRODUCT DESIGN - SCULPTURED BENCH



3DS MAX RENDERED MASTER BEDROOM

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PRODUCT DESIGN - AUDREY CHAIR

3DS MAX RENDERED (COCA COLA) OFFICE



RENDERED FLOOR PLAN - RESTAURANT

# MILA BT

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LIVING ROOM DESIGN







RESIDENTIAL LOUNGE DESIGN

3DS MAX RENDERED BEDROOM

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PRODUCT DESIGN - BEDROOM LIGHT

3DS MAX RENDERED BATHROOM

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PRODUCT DESIGN - BUS STOP REST (TISDC)



3D CAD RENDERED EXTERIOR OF BUNGALOW



CAFE RESTAURANT DESIGN

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PRODUCT DESIGN - LIGHT FIXTURE









FREEHAND COLOR RENDERING

3DS MAX RENDERED BATHROOM

# K O W S A L S U B R A M A N I

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3DS MAX RENDERED KITCHEN

MARKER RENDERED KITCHEN





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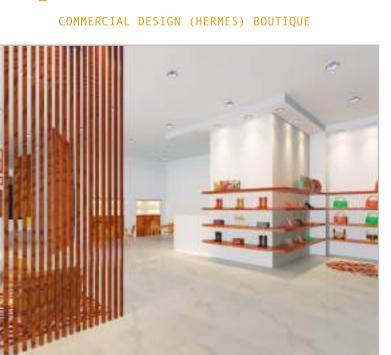




FREEHAND COLOR RENDERING

3DS MAX RENDERED DINING AREA





A D E H

F A R

Iran

aazadehjafar @gmail.com

#### MARKER RENDERED KITCHEN









CAFE & BAR DESIGN

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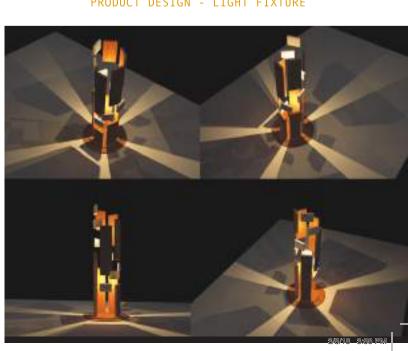
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PRODUCT DESIGN - LIGHT FIXTURE

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01/ JD's design management course had a guest speaker form Lidari Jewellery, Mrs Yohanis, who shared about creating customized jewellery patterns. It gave students an opportunity to work with a professional and give them industry experience within the classroom.

02/ Jewellery design students were lucky enough to get Pandora, an international brand to share about the insights in a jewellery design business.

03/ Prospective students had a chance to expense customizing their own stamped bracelets during Raffles College of Higher Education open day on 16 December 2017.





Presentation by Mrs. Yohanis (Lidari Jewellery)



Talks by Pandora





Open day

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#### >> LIBERTÉ LIFE



The muse for my project were butterflies. Butterflies represent freedom, which I constantly yearn for. I used nature elements like the grass for the flow of my master piece, as I loved the sway of the grass in the wind. My jewellery collection will have different meaning between givers and receivers

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@hotmail.com

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#### >> GIFT OF LIFE

The enamel piece is inspired by the warmth and life of nature. Its vibrant colours represents the bountiful energy that encompasses growth and life. The Casa Batlo container is similar to the building, whereby it consists of differing patterns yet, its carefully in-laid to piece together a tribute which draws inspiration from its interior features.

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#### >> ASTRONOMY

This stacking ring is inspired by astronomy, especially galaxies and the stars.



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#### >> BARKSKIN

My jewellery inspired by the bark of the tree, which bring me back to the memories of the forest near my hometown.



#### W O N G

#### SIEW

#### M E I



Malaysia 880 tinawong @gmail.com



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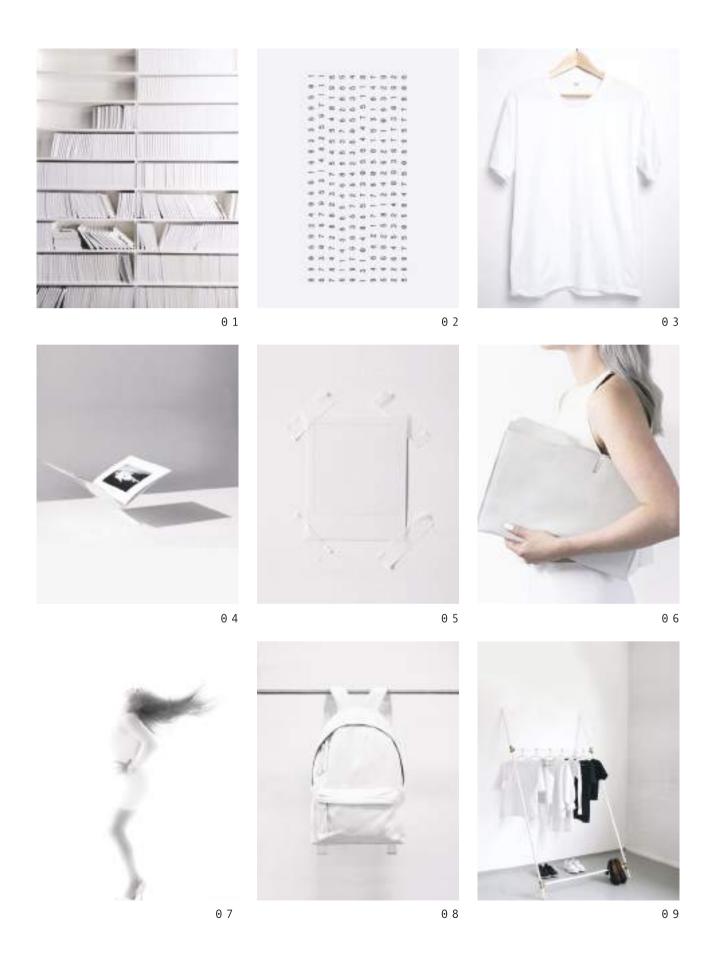
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The path to creativity is an ever-evolving journey with many unexpected turns that leads to greatness and innovation. Treat your career as a white canvas waiting for an array of limitless possibilities. From styling the next digital campaign to launching a new brand, curating a capsule collection for a pop-up store to photographing in the most vibrant cities in the world, one thing remains constant, passion. Embark on a fervidly challenging course, setting the stage for your big step into this colorful industry. We at Raffles believe that creativity is always in style.

- 01/ Academia Research
- 02/ Buying\_Digital
- 03/ Branding Garment&Compo
- 04/ FashionCommunication Advertising
- 05/ Photography Social Media
- 06/ PublicRelations\_Portfolio
- 07/ Styling\_CreativeDirection
- 08/ ProductDevelopment Merchandising
- 09/ VisualMerchandising Retailing

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### VERINA

LOW

JING



### Malaysia

verina\_low<br/>@hotmail.com

### BRAND PROFILE

NOVIN WAS FOUNDED IN 2017 IN KUALA LUMPUR, MALAYSIA. NOVIN IS A SPECIALIST BAG BRAND THAT FOCUSES ON PRODUCING BAGS AND BAG ACCESSORIES.

NOVIN CURRENTLY HAS TWO LINES, WHICH ARE BASIC AND CUSTOMIZED. THE CONCEPT OF NOVIN'S DESIGNS ARE TO LOWER EVERYTHING TO THE VERY BASIC FORM OF IT. THE BRAND'S AESTHETIC IS TO SHOW SIMPLICITY AND DURABILITY IN DESIGNS.

NOVIN IS A NEW WAY TO SHOP FOR HANDBAGS. DESIGNED TO BE A MIX AND MATCH; ONE BAG CAN EASILY TRANSFORM INTO ANOTHER WITH VERSATILE ADD-ONS. BECAUSE WHY HAVE ONE WHEN YOU CAN HAVE THEM ALL.

### MISSION

TO CREATE AND PRODUCE PRODUCTS THAT ARE PRACTICAL YET STYLISH WITH A GREAT VALUE. WE WANT TO BE ABLE TO INSPIRE WOMEN TO EXPRESS THEIR INDIVIDUALITY.

### VISION

TO TRANSFORM NOVIN INTO A LIFESTYLE BRAND AND TO CREATE AN INSPIRATIONAL CULT THAT PRIORITIES PRACTICALITY AND THE SIMPLEST FORM OF DESIGN.

m m









### CARINE

CHAI

SYUE



Malaysia

carinechai94 @gmail.com

### BRAND PROFILE

CONEY BUNNY WAS FOUNDED BY CHAI SYUE YEE IN 2017, KUALA LUMPUR, MALAYSIA. THE BRAND HAS TWO COLLECTIONS - DAILY WEAR AND CUSTOM-MADE COLLECTION, THE PRODUCTS ARE MATCHING DESIGN COLLECTION FOR MOTHER AND DAUGHTER.

THE DAILY WEAR COLLECTION, FOCUSES ON BASIC, FASHIONABLE, MINIMAL AND TRENDY DESIGNS WHICH ARE SUITABLE FOR WORKING MOTHERS WITH KIDS, SO SIMPLE YET FASHIONABLE PIECES THAT ARE CONVENIENT FOR THEM WHILE THEY ARE TAKING CARE OF THEIR KIDS.

THE CUSTOM-MADE COLLECTION THAT IS
DESIGNED FOR SPECIAL OCCASIONS OR
PARTIES, OFFERS DIFFERENT VARIETIES
OF FABRIC, LACE AND BEADS FOR CONSUMERS TO CHOOSE FROM. DESIGN YOUR OWN
DRESS AND WEAR THEM WITH YOUR KIDS!

### MISSION

TO MAKE MINI-ME COLLECTION POPULAR IN DAILY LIFE AND TO FULFILL THE DESIRE OF LITTLE GIRLS WHO WISH TO LOOK LIKE THEIR MOTHERS.

### VISION

TO BE THE LEADING MINI-WEAR BRAND IN ASIA AND BEYOND WHILE OFFERING QUALITY AND FASHIONABLE HANDMADE KIDS DESIGN TO THE CHILDREN APPAREL MARKET.

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### MICHELLE

### CHIA

### WAN



### Malaysia

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### BRAND PROFILE

10-MODE IS A BRAND NEW MALAYSIAN FASHION LABEL THAT IS CREATED TO CELEBRATE PROFESSIONAL WOMEN. 10-MODE IS AN UPSCALE WOMEN'S CLOTHING STORE THAT INTENDS TO DESIGN CLOTHING FOR FASHION MINDED CAREER WOMEN.

IN ADDITION, 10-MODE ONLY PROVIDES
10 ITEMS EVERY 2 MONTHS AND BELIEVES
THAT YOU ONLY NEED THIS 10 PIECES
FASHION STAPLES TO CREATE AN ENDLESS
WARDROBE. WITH JUST 10 PIECES IN EACH
COLLECTION, YOU CAN NOW SAVE TIME ON
CHOOSING AN OUTFIT AND DEDICATE MORE
TIME PURSUING GOALS AND PASSION.

### VISION

TO BECOME A GLOBAL BRAND THAT PROVIDES ESSENTIAL FASHION STAPLES FOR MODERN WOMEN, WHILST ACHIEVING ITS GOAL OF BECOMING TOP LOVED FASHION RETAILER ACROSS ASIA AND BEYOND.

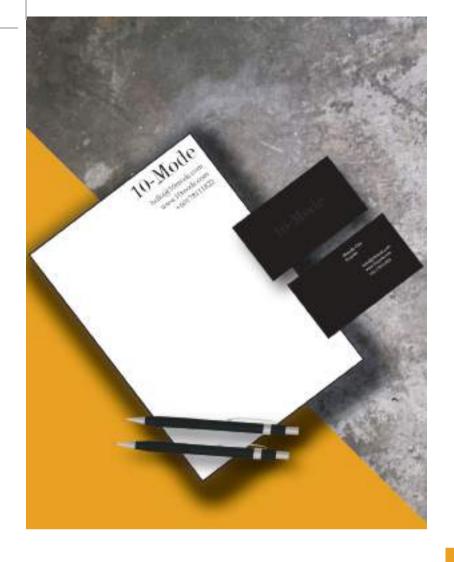
### MISSION

TO SOLVE CONTEMPORARY WOMEN'S PROBLEM BY SHOWCASING 10 PIECES OF ESSENTIAL PRODUCTS TO CREATE AN ENDLESS WARDROBE FOR EACH SEASON.

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10-Mode

PRE-FALL 2018



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## RASSELLINO ROBERT SUNARTO



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rassellino @gmail.com

### BRAND PROFILE

MODEVARI IS A FASHION BRAND FOUNDED BY RASSELLINO ROBERT SUNARTO IN 2017. IT IS A BRAND OF TWO MAIN ESSENCE, NAMELY FUNCTIONALITY AND STYLE. OUR GARMENTS ARE ICONIC OF BEING MULTIWAY AND BEING ABLE TO TRANSFORM. THEY CAN BE PROJECTED INTO MINIMUM OF 2 LOOKS TO STYLE.

TOGETHER WITH OUR UNIQUE CONCEPT, OUR PRODUCTS ARE OF PRECISELY SELECTED MATERIALS, WHICH COME TOGETHER TO HIGHLIGHT YOUR BEAUTY. WE ARE ALSO COMMITTED TO BE AN ENVIRONMENTALLY CONSCIOUS BRAND, BY EMPHASIZING ECO AND ETHICAL PRACTICES WITHIN OUR BRAND AS WELL AS TO STAND FOR THE GOOD VALUES IN LIFE.

MODEVARI CURRENTLY HAS TWO LINES WHICH ARE ATELIER MODEVARI FOR HIGH-FASHION/OCCA-SIONAL WEAR AND EVERYDAY MODEVARI FOR PREMIUM CASUAL WEAR.

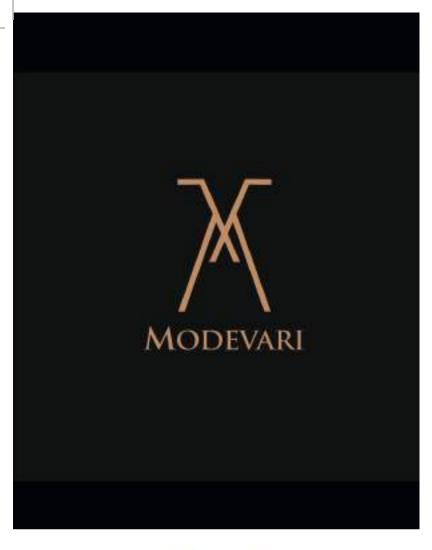
### VISION

TO BECOME ONE OF WORLD'S LEADING FASHION BRANDS BETWEEN FUNCTIONALITY AND STYLE.

### MISSION

TO PROVIDE PREMIUM QUALITY FASHION PRODUCTS / TO PRODUCE FASHION GARMENTS WITH THE ESSENCE OF FUNCTIONALITY AND STYLE / TO PROVIDE FIDELITY AND FRIENDLY SERVICE TOWARDS OUR CUSTOMERS / TO BE AN ENVIRONMENTALLY CONSCIOUS BRAND / COMMITMENT FOR GREAT WORKING ETHICS WITHIN THE COMPANY

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CHAN KAH MAN YEREZHINOVA GULNUR CELINE LEE PHEY KITT SHANIA SAPUTRA LAI SUE WEI ALIA ATHIRAH



HALF APPARELS

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BRAND PROFILE ESTABLISHED IN 2017, HALF APPARELS IS A MALAYSIAN, GENDER-NEUTRAL CLOTHING BRAND FOUNDED BY 6 FRIENDS. THE NAME HALF IS AS SIMPLE AS IT SOUNDS, COMING FROM THEIR CONCEPT OF TWO HALVES OF UNIQUE GARMENTS BROUGHT TOGETHER WITH YOUR OWN INDIVID-UALITY AND STYLE.

NOTICING A GAP IN THE MARKET FOR INNOVATIVE YET FASHIONABLE OUTERWEAR, THEY STRIVED TO MAKE A PRODUCT THAT NOT ONLY EXEMPLIFIES CREATIVE INDIVIDUALS BUT ALSO BRINGS FASHION IN MALAYSIA TO GREATER HEIGHTS

MISSION

TO GIVE CONSUMERS THAT ARE LOOKING FOR A FASHIONABLE PLACE TO FIND STYLE WITH A UNIQUE TOUCH WITHOUT SETTLING FOR FAST FASHION AT THE MALL. THIS ONLINE-BASED STORE AIMS TO ALWAYS BE THE PLACE THAT MAKES YOU WONDER, "WHY NOT?"

VISION

HALF IS COMMITTED TO FOSTERING A VIBRANT AND DIVERSE GLOBAL PLATFORM FOR HIGH-QUALITY AND TRENDY DESIGNS FOR ANY AGE AND GENDER WHILE GROWING FROM A SMALL START-UP BUSINESS TO A HOUSEHOLD BRAND NAME. THEY AIM TO HAVE THEIR PRODUCTS SO HARD TO MISS THAT PEOPLE START QUESTIONING "WHERE DID YOU GET THAT FROM?" WHEN SPOTTED IN A PIECE FROM HALF APPARELS.

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Ka	Z	a	k	h	S	t	a	n						g	u	1	n	u	r	k	a	6	2	4	@	g	m	a	i	1	C	0	m
Ма	1	а	У	S	i	a							C	е	1	i	n	e	1	е	е	4	1	2	@	g	m	a	i	1	C	0	m
Ιn	d	0	n	е	S	i	a			S	h	a	n	i	a	S	a	p	u	t	r	a	8	8	@	У	m	a	i	1	C	0	m
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Ма	1	a	У	S	i	a			a	1	i	a		a	t	h	i	r	a	h	9	7	@	h	0	t	m	a	i	1	C	0	m

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### MANDY CHANG MAN YEE LIEW KARMEN TAN RU EN TOH SIOW XUAN RACHEL NG SEI MEI





### BRAND PROFILE

MOM'S NOT HOME IS A BRAND WHICH REPRESENTS THE ATTITUDE OF GEN Y — INDIVIDUALISTIC AND DISTINCTIVE FROM THE CROWD. WE ARE CONFIDENT, PLAYFUL AND SMART. OUR RANGES ARE DESIGNED SELECTIVELY TO AVOID THE MAINSTREAM; OUR STYLES ARE ALWAYS INSTA WORTHY. BEFORE EACH DAY BEGINS, WE ALWAYS ASK OURSELVES: WHAT SHOULD WE WEAR NEXT TODAY? SOMETHING MODEST? SOMETHING FLASHY? LET'S DO BOTH CAUSE MOM'S NOT HOME!

### MISSION

MOM'S NOT HOME SEEKS TO CREATE AND PROMOTE PLAYFUL YET FASHIONABLE STYLE WITH AFFORDABLE PRICE. WE STRIVE TO GROW OUR BUSINESS WITH SAME HONESTY AND INTEGRITY BY PROVIDING GOOD CUSTOMER SERVICE. OUR MISSION IS TO HELP TEENAGERS TO BUILD A VISUAL IDENTITY THAT'S FULL OF BOTH WISDOM AND BEAUTY FROM IN AND OUT. IN ADDITION, WE HOPE TO CREATE WELL FITTING CLOTHING FOR THE PETITES AT A REASONABLE PRICE.

### VISION

INSTEAD OF BEING A FOLLOWER, MOM'S NOT HOME WANTS TO BE THE TRENDSETTER.

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## HOO CHAI LIN KHOO KAH SOON LEW QIAN TONG CHIN CHEE HOONG LIM JIA YIN

### Ø U T L I N E R

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BRAND PROFILE

OUTLINER: OUT OF THE LINE.

ESTABLISHED IN 2018 BY 5 SEEMINGLY ORDINARY PEOPLE. THE IDEA BEHIND THE BRAND IS TO DO SOMETHING MORE THAN MINIMAL DESIGN. HENCE, OUTLINER IS BEYOND ORDINARY; YET UNCOMPROMISING SUBTLETY.

OUR COLLECTIONS CONSIST OF CLEAN AND FEMININE SILHOUETTE WITH A SENSE OF CURIOSITY BY PLAYING WITH SIGNIFICANT COLOURS AND TEXTURES. THEY ARE DESIGNED TO OPTIMISE COMFORT AND VERSATILITY FOR CONTEMPORARY WOMEN.
TAKE A DEEP BREATH, RELAX AND GO WITH THE FLOW.

MISSION

OUR MISSION IS TO TRANSFORM OUR PASSION INTO A DESIRED LIFESTYLE AND OFFER IT IN THE FORM OF BUSINESS. WE'RE ALL ABOUT CREATING PIECES THAT ARE EASY AND VERSATILE WITH A LONG-LASTING QUALITY. IT IS OUR GOAL TO CREATE A GENUINE HUMAN CONNECTION AND AUTHENTIC RELATIONSHIP WITH CUSTOMERS.

VISION

OUR VISION IS TO BECOME A LEADING LIFESTYLE BRAND THAT PRODUCES SIMPLISTIC DESIGN FOR EVERY-DAY WEAR IN MALAYSIA. WE AIM TO EXPAND OUR ONLINE AND OFFLINE BUSINESS INTERNATIONALLY IN THE NEAR FUTURE.

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Our Fashion Design program prepares students for success at various levels, from mass market to haute couture.

Raffles Fashion Design program keeps improving along fashion itself. The program trains students to create apparels for various markets considering creative, technical, and costing factors. Students learn and develop fundamental of professional skills in design, textiles, draping and flat pattern making, garment construction techniques, and computer-aided design. (CAD)

The students surround by various skills needed for career success, exposing them to the real demands and practices of the contemporary fashion world. The curriculum has been constructed to fully explore the critical elements of fashion design. In their senior year, they design and actualize various apparel collection under the guidance of senior fashion and design lecturers to be shown at the school's annual Raffles Annual Graduation Fashion Show. Career Opportunities:

Fashion Design program provides you with the essential knowledge and ingenuity for a design career in fashion industry, including:

- 01/ Creative thinking
- 02/ Problem solving through design
- 03/ Fashion designer
- 04/ Fashion entrepreneur
- 05/ Pattern making expert
- 06/ Stylist
- 07/ Image consultant

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Sakura 2018 (Finalist)



Field Trip



Sakura 2018 (Finalist)



FD Grad photoshoot



Sakura 2018 (Finalist)



FD Club









Fashion Communication Event

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### T A N

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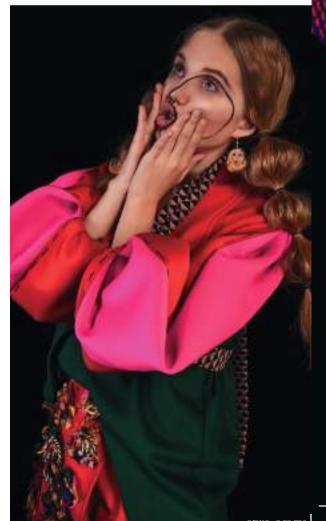


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### >> UNORTHODOX

Being quirky is weird in an endearing way, weird enough to be interesting and intriguing. You are lovable because of your faults, not in spite of them.







## I Y L I H A S A N A H



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### >> MASK OF EMOTIONS

"Wake up Put on your chosen "mask" Hide your "flaws" Live your perfect life of lies and... Repeat"







## N U R I

### NATASHA



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### >> TIRU MACAM SAYA

"Tiru Macam Saya" "Copy Me" is Saloma's famous song. This collection is inspired by Her who adore feminism and celebrates the beauty of body curves, who dared enough to make herself stand out with her own sense of style.







Q

### D E S M O N D

### W A I



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### >> UTOPIAN URBANISM

It turned out to be a somewhat universal truth in that everyone likes to think they're different, but the fact is at the same time we're all a lot more like each other than we'd probably care to admit.







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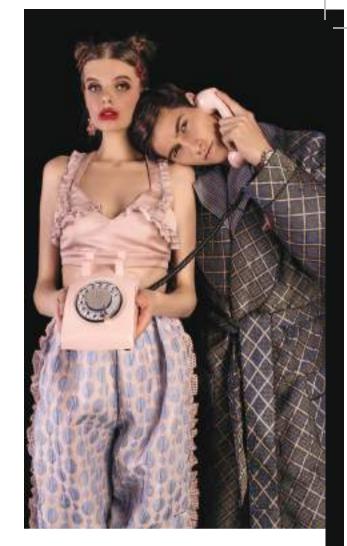


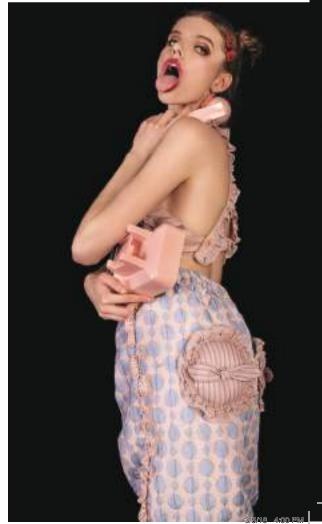
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fftttiffany
@gmail.com

>> PLAIN LO, WON'T GROW UP

"Sugar, spice and everything nice. These are the ingredients chosen to create my perfect little girl."







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### T H A M

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### >> LEASE OF LIFE

Dying in despair struggling to find a glimmer of hope, there will be a light in the darkness, even flowers blooming in the mud.







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## C H E E N G

B A 0



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### >> ESSENCE OF LIFE

The beauty of life is that challenges and obstacles are able to strengthen us as a person just like the lava; keeps changing in different shape from the hottest part (A'a) to the coldest part (Pahoehoe) just like our life.







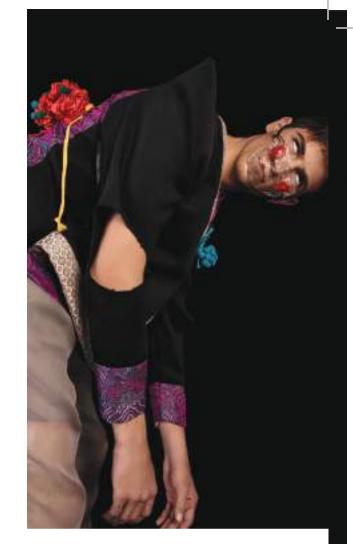
### J A N E

### M O U



### >> WHERE DEAD ENDS AND LIFE BEGINS

There's a gap in between life and dead, There's no difference if you are awake but you pretend to sleep, Dead will end and life will begin, I will eat you all alive and there will be no more lies.







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>> THE END

Tasted the flavors of mankind,
I am bruised, I am bleeding,
Let's go, desperate and die,
To the paradise of permanent habitat.







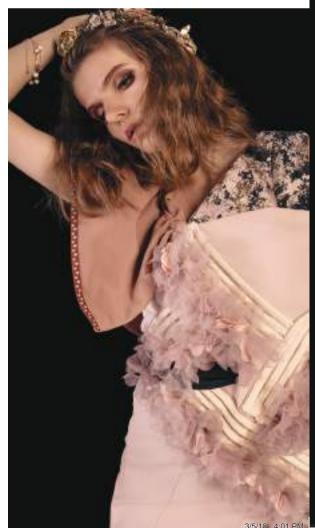
## C H I A



### >> UNTAMED

Her heart is rooted to the garden but her soul is freewheeling, vehemently inappropriate and endlessly adventurous. She is the untamed. Bravely growing wild and free in a world plagues by conformity.







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### WINNIE

### G U N



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### >> HUMILDE

"Big things start from small, not drive by sudden impulse but by bringing together a series of small entities."







# S A U J I N G



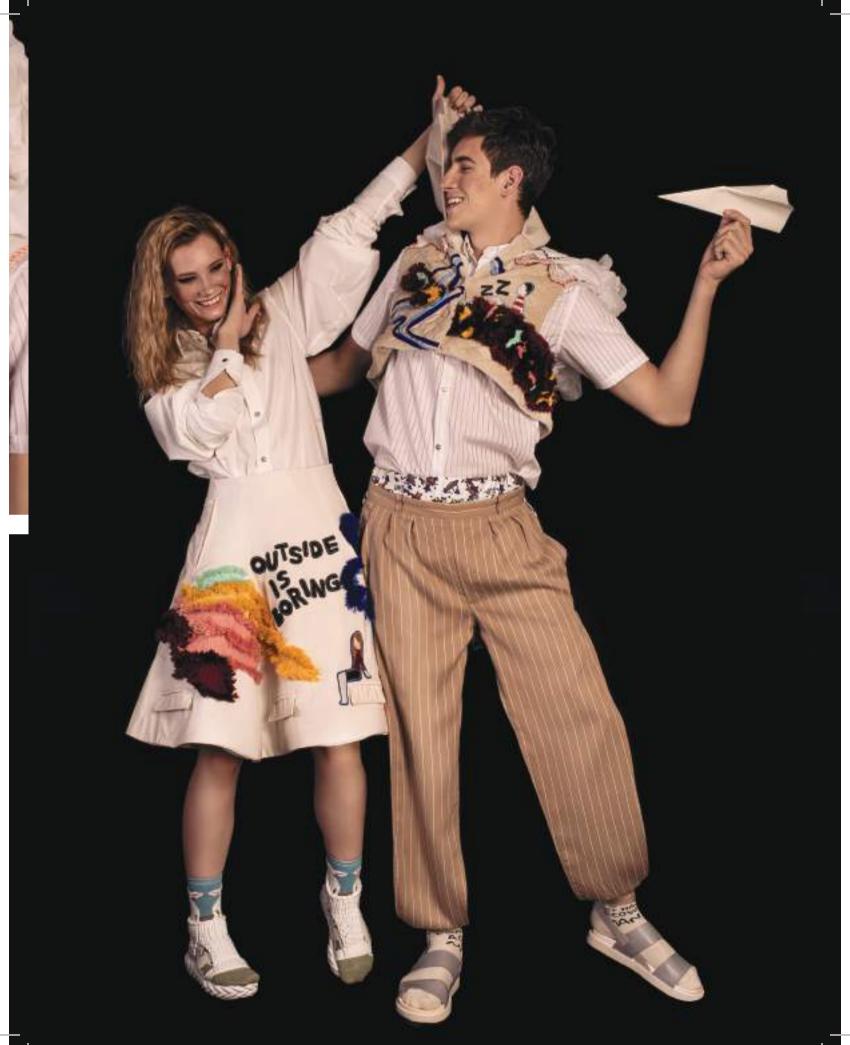
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>> SORRY, I WAS IN MY DREAM

They don't feel like they belong anywhere so they created a world for themselves.







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### SARAH

### BATRISYIA



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### >> REBIRTH

The chance to relive a life again is desired by many but how far would one go to make that wish a reality? To be able to freeze time is not impossible for this little girl. She does not fear death but possesses the fear of losing what's to come in life.







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### J O A N N E

### L I M



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>> "THE BALLAD OF ME AND MY BRAIN"

"We are all made of beauty, pain, life, death and the struggle in between."







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Photography Team



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