

## “On the unlikely encounter of the fashion and automotive industry, or how we live in a “WIRED” World!”

*November 10<sup>th</sup>, Shanghai* - What could the most famous technology trend research magazine and the most prestigious design school in China have in common? “Not much” could be the instinctive answer one could give. However there is more than meets the eye!

WIRED Magazine UK was founded 3 years ago and in such a short period of time the magazine, part of CONDENAST Publications, has gained international recognition as the reference in terms of design futures trend research. At the beginning of the year, WIRED set-up a new business venture, branching out into consulting. Despite being only 10 months old the new unit has received a tremendous response as several companies have decided to put their trust in WIRED’s expertise.

Recently, Ms Sophie Cliffe-Roberts, Business Director of WIRED Consulting, has contacted Raffles Design Institute Shanghai in order to set-up a workshop for a very high profile client from the automotive industry. The objective of the workshop was to provide the client with insights on the fashion panorama of China and analyze how it could impact its business here in China.



*Ms Liz Th'ng, Assistant Program Director for Fashion Design, explaining the design process for a fashion collection to the clients who had flew in from the UK the previous day*

The academic team of Raffles mobilized an amazing pool of talents coming from the Fashion Design and Fashion Marketing Departments. The client's 10 representatives, all coming from its Advanced Design Department, were given a thorough brief on topics such as the increased awareness of sustainable design in China or the fashion trends for 2013 – 2014. The academic team of Raffles Design Institute presented sketch books, inspiration boards as well as designs created by their students so as to show the client the design process that goes into creating a fashion collection.

Joining the Raffles academic team was Ms Lyn Wu, a highly regarded individual in China's fashion scene since she was an instrumental contributor to the creation of "VOGUE China" 5 years ago.



*FD Degree Coordinator, Ms. Gulbarshin Karaulova, talking with Ms. Lyn Wu, former contributor of VOGUE China*

The client's team eagerly listened to those insights while frantically writing information on their notebooks which will then be processed as they go back to their HQ. The workshop ended with a private session given by the Academic Director of Raffles Shanghai on the evolution of Chinese consumers behavioral patterns. Trends, like the impact of urbanization on consumption or the rise of "brand butlers" as a result of consumers' higher expectations and education, were analyzed and discussed at length.

The overall outcome of the workshop was extremely positive and Ms Sophie Cliffe-Roberts commented that she was impressed with the professionalism and expertise of the academic team in Raffles Shanghai. For the institute this is yet again another vote of confidence coming from another major industry player. The reputation for excellence that Raffles Design Institute Shanghai has developed goes way beyond the borders of China or the world of fashion for that matter!



*Group picture with the clients, the representative of WIRED Magazine, M. Michael Yap, EVD of Raffles Design Institute Shanghai, and M. Jean-Baptiste Andreani, Academic Director*

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### **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. The college enrolled its first intake of students in March 1995 and is 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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