



Raffles
College of Higher Education

EPF Registration No. 201003698C
Validity : 13/06/2011 - 12/06/2015



Cert No. : EDU-2-2033
Validity : 16/01/2012 - 15/01/2016

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**PRESS RELEASE
FOR IMMEDIATE RELEASE**



RafflesPrivato

Singapore | Shanghai

RAFFLES PRIVATO BOUTIQUE BRINGS YOU A NEW VISAGE

The new Raffles Privato offers a fresh, chic look for both men and women to shop for trendy apparels and accessories, which exudes elegance and sophistication.



Institutes of Raffles College of Higher Education

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Singapore, 11th October 2012 - The Raffles Privato boutique in Singapore presents a brand new image at the Paragon. Officially opened on the 11th of October 2012 with its new look, it aims to help promising local fashion designers showcase and retail their own private labels.

Opened in May 2010, Raffles Privato was the collaboration between Paragon, Raffles Design Institute and Raffles Merchandising Institute. Depicted in the name of the retail concept, 'Privato' in Italian means "Private" and reflects the aspiration of featured designers in commercialising their designs. It also relates to the graduates' tutelage with Associate Professor Giuseppe (Joe) Spinelli (Principal, Raffles College of Higher Education), an Italian descendant.

Following the success of Raffles Privato Singapore - a self-billed 'incubator' concept store, Raffles Privato Shanghai was launched in early 2011 and showcases the cream of the graduate crop from Raffles Design Institute Shanghai.



The New Concept

The new retail concept offers a comfortable and interactive environment to loyal customers, as well as new ones who are after trendy outfits which accentuate their bodies and appreciation towards fashion. Raffles Privato Singapore offers an alternative shopping experience for locals and tourists searching for a unique blend of Singapore designs with an international appeal.

FACT SHEET

Raffles Privato is an incubator project between Raffles Design Institute, Raffles Merchandising Institute and Paragon Shopping Centre aimed at assisting up-and-coming designers to establish their own private label, in support of talented local designers and local fashion industry. Raffles Privato has been in operation for 2 years and has featured works of 22 successful Raffles Designers. Located on Level 3 of the luxury shopping mall, the store is managed by students from Raffles Merchandising Institute, as part of the internship programme.

About Raffles College of Higher Education

Raffles College of Higher Education (“RCHE”) is a subsidiary of Raffles Education Corporation (“RafflesEducationCorp”), the largest private education group in Asia Pacific. RCHE currently operates four education brand names, namely - Raffles Design Institute, Raffles Merchandising Institute, Raffles School of Business and Raffles Academy of Continuing Education (“RACE”). RafflesEducationCorp has an extensive network of 33 colleges in 30 cities across 13 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka and Thailand.

Raffles Design Institute

Raffles Design Institute (Singapore) was established in 1990 as an 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).

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Raffles Merchandising Institute

Raffles Merchandising Institute (Singapore) (formerly known as Raffles Merchandising School) was established in November 2006 as an educational institution dedicated to the professional disciplines of Fashion Marketing and Management, Retail Management, and Fashion Communication and Journalism.

Raffles School of Business

Raffles School of Business (formerly known as Raffles Education Corp College) was established in 1999. It is one of the leading business institutes in Singapore, offering undergraduate and postgraduate programmes in Marketing, Management, Banking, Finance, Tourism and Hospitality Management, Applied Psychology, Infocomm Security and Biomedical Sciences.

Raffles Academy of Continuing Education (“RACE”)

RACE was established in December 2011 to provide quality continual learning to adult learners who aspire to upgrade their existing skills and expand their knowledge horizon. Classes, conducted by subject-matter-experts, are complete with practical sessions to enhance the learning experience at the Academy. RACE is a programme partner of the Employment & Employability Institute (“e2i”) and the Workforce Development Agency (“WDA”).

All RCHE programmes follow modern, international curriculums of the highest standard designed to nurture creative professionals and entrepreneurs. Its unique emphasis on both academic theory and practical experience, coupled with state-of-the-art technology applications and opportunities to work with industry professionals, ensures that all RCHE graduates are equipped with the necessary knowledge and skills that are demanded by employers worldwide.

CONTACT INFORMATION

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October 11th, 2012

Institutes of Raffles College of Higher Education