



Raffles
College of Higher Education



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

Raffles College of Higher Education Pte. Ltd.
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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

APEX - Raffles' Breakthrough for the Pursuit of Pinnacle

Singapore, 4 June 2014 – A breakthrough from the usual convocations, Raffles APEX Graduation this year will be held in conjunction with Designer's Nite, an event in collaboration with Design Business Chamber Singapore (DBCS).

A networking session between members of DBCS and Raffles students, Designer's Nite will also mark the launch of the APEX Graduation Exhibition that will be held in Raffles campus from 16 June till end of the year. During which, Professor Graeme Britton, Vice President of Raffles University System will present a welcome address followed by an opening speech by President of DBCS, Mr Tai Lee Siang and a preview of the fashion show. Representatives from Singapore General Hospital (SGH) will also present the prizes to the winning team of 'Function meets Form' contest, a hospital wear design competition.

APEX Graduation, signifies by the highly faceted prism joined by axes of lines where Raffles top international creative practitioners bring out the best in every student, adopts an avant-garde approach in showcasing graduates' works digitally. Each student will be represented by an element that is of high significance and relevance to the course. Guests visiting the exhibition will experience a multi-sensory experience through the RafflesSG mobile application. Graduates' works will come to live digitally using Samsung tablets or any mobile devices.

In the soar towards culmination, our sponsors and industry partners provide their full support - Official Technology Partner, Samsung; Official Make-Up, Make Up For Ever Academy; Official Hair Styling, Mahogany; Official Footwear, Elska; Scholarship sponsor, VMSD; Industry partner, DBCS. Panel of judges include prominent and well-known industry professionals such as Daniel Boey, Fashion and Lifestyle Event Producer and Fashion Creative Director; Dr Loretta Chen, Creative and Business Development Director of VMSD.

Raffles College Director, Yong Reei Pyn remarked, "In Raffles, our international Creative Practitioners come from diverse backgrounds with great wealth of industry knowledge and skills. They bring out the best in every student. This personifies the essence of Raffles true-blue quality and philosophies in delivering high quality education and providing enriching learning experiences for Raffles students."

With 407 graduates, APEX Graduation is the biggest ever graduating cohort that comprises of a number of award winners. **Auradee Sae-Lin** from Product Design is the top winner of IKEA

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Singapore's Young Designer Award 2014; **Chen Zhipeng** from Fashion Design clinched one of the top three awards for the 3rd Japan Creative Centre (JCC) Sustainable Fashion Design Contest; **Amos Yeo** from Fashion Marketing is in the pipeline of launching his label, Amos Ananda.

Attending guests will be amped up for a fun-filled and memorable evening with eye-opening elements of artistic, entertaining, enriching and creativity. The details for the Designer's Nite and APEX Graduation events are as follows:

Designer's Nite & Graduation Exhibition

Location: Raffles Education Square

Date: 16 June 2014

Registration: 6pm

Fashion Show Preview: 7pm

Networking: 8pm

APEX

Location: Fairmont Singapore

Date: 18 June 2014

Ceremony: 4pm – 10pm

Fashion Show: 7.30pm – 9pm

For updates of the Apex Graduation, please follow us on our Facebook page at <https://www.facebook.com/RCHE.sg>

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About Raffles College of Higher Education

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation Limited ("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 34 colleges in 31 cities across 12 countries in Asia Pacific: Australia, Cambodia, China, India, Indonesia, Malaysia, Mongolia, Philippines, Saudi Arabia, 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 and Jewellery Design), and Visual Communication (Graphic Design).

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 courses in Marketing, Entrepreneurship and Small Business Operations, Tourism and Hospitality Management, and Applied Psychology.

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.

All RCHE courses 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.

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4 June 2014

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