



**Raffles**  
College of Higher Education



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

Raffles College of Higher Education Pte. Ltd.  
Raffles Education Square, 51 Merchant Road, Singapore 058283  
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[www.raffles-college.edu.sg](http://www.raffles-college.edu.sg)  
Company Registration No.:201003698C

**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

**APEX - Raffles' Triumphant Pursuit of Pinnacle**

**Singapore, 27 June 2014** – A night that witnessed the convocation of 407 Raffles graduates, APEX Graduation event set a new culmination for Raffles College of Higher Education. It celebrated the biggest graduating cohort ever with a new wave in showcasing students' works digitally, and an event collaboration with Design Business Chamber Singapore (DBCS) - Designer's Nite.

APEX - the theme for this graduation, signifies and celebrates our graduates' triumphant pursuit of pinnacle. In conjunction with APEX Graduation, Designer's Nite was a networking event in collaboration with DBCS held on 16 June at Raffles Education Square. It marked the launch of six month long APEX Graduation Exhibition, showcased a well-orchestrated mini fashion show and bridged students with industry partners. Guests who visited the exhibition experienced a multi-sensory digital experience of our graduates' works through the RafflesSG application using Samsung tablets.

Gracing the Designer's Nite with his opening speech, President of DBCS, Mr Tai Lee Siang commented, "Given rising global competition, it is imperative that Singapore leverages on design and innovation as key differentiator to keep ahead. We believe that our design graduates will strengthen our efforts to enhance Singapore as a Design Capital and Hub."

On 18 June 2014 at Fairmont Singapore, APEX Graduation received overwhelming praises from our graduates' families, key industry partners, and numerous distinguished guests. Dr Loretta Chen, Creative and Business Development Director of VMDS remarked, "The quality, standard, attitude, sense of professionalism and creativity of the students are amazing. I'm very proud of the college, faculty and students, and I will continue to support Raffles."

During the night of APEX Graduation Fashion Show, 21 graduating Raffles Fashion Designers were selected to showcase their 8-pieces collections that were of professional standards and bursting with creativity. The diversity in the students' backgrounds recreated dynamic elements of boldness, modernity, feminism, vibrancy, elegance and sophistication into their individual styles that were incorporated in their collections.

"What really sets them apart when they enter the industry is their ability to brand themselves, market themselves and present themselves. Don't ever stop believing in yourself. Always believe in yourself. If you can think it, you can dream it, and you can certainly achieve it," Dr. Loretta Chen shared.

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External examiner, Profession Maureen Wayman commented, "Most of the collections showcased during the fashion show could go straight into the stores, ready for sale. Some had outstanding standard of production whereas others cleverly put textiles together, manipulating embellishing textiles in a way that is unique to the world. Something stupendous was that some of the womenswear collections, particularly menswear collections had a really European feel to them. It is not designed for Asia, not designed for part of the world but is designed for everybody. That is global design, an incredible achievement."

The event was wrapped up with Dr. Loretta Chen, Creative and Business Development Director of VMSD and Giuseppe (Joe) Spinelli, Principal of Raffles College of Higher Education presenting certificates to the 2 recipients of VMSD Young Talents Scholarship Award, sponsored by VMSD.

Top student of Advanced Diploma in Interior Design, Viona Giovanni Felisiana said, "It was totally unexpected and I am really grateful to emerge as the top student among so many other good students. Raffles has helped me develop my skills in the working environment and applying the relevant skills in the industry. My lecturers were helpful and friendly and I am thankful to be part of Raffles family."

-End-

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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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RCHE Facebook : [www.facebook.com/RCHE.sg](http://www.facebook.com/RCHE.sg)

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27 June 2014

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**Appendix I**



APEX Graduation Exhibition that is now up and running in Raffles Campus





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**APEX**  
GRADUATION  
18 June 2014

**JI RUJIA**  
JOURNEY TO TIBET



**APEX**  
GRADUATION  
18 June 2014

**BI LIN**  
SUFFERING FOR FASHION - THE TIME OF CORSETRY



**APEX**  
GRADUATION  
18 June 2014

**WINNIE LEONG**  
SAMURAI



Snippets of the APEX Graduation Fashion Show

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**Appendix II**

**VMSD YOUNG TALENTS SCHOLARSHIP AWARD RECIPIENTS**



*Juliana Ng*  
Advanced Diploma in Fashion Design  
VMSD Young Talents Scholarship Award  
Best Collection Award - Winner



*Avena Putri Tanna*  
Advanced Diploma in Fashion Marketing & Management  
VMSD Young Talents Scholarship Award  
Top Student Award

**TOP STUDENTS**



*Juliana Ng*  
Advanced Diploma in Fashion Design  
VMSD Young Talents Scholarship Award  
Best Collection Award - Winner



*Avena Putri Tanna*  
Advanced Diploma in Fashion Marketing & Management  
VMSD Young Talents Scholarship Award  
Top Student Award

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*The Perfume Bar*

Amelia Tham Pei Yee, Theresia Augustina,  
Elizabeth Dewi Wongso, Nicolette Sherdale Eustace &  
Lim Ee Sa

Advanced Diploma in Fashion Marketing & Management  
Best Business Proposal for Fashion Marketing  
& Management



*Viona Giovanni Felisiana*

Advanced Diploma in Interior Design  
Top Student Award



*Yang Mingyu*

Advanced Diploma in Jewellery Design  
Top Student Award



*Gilroy Timoty Graham*

Advanced Diploma in Visual Communication  
Top Student Award



*Selvi*

Advanced Diploma in Multimedia Design  
Top Student Award



*Natalia Agustina Solichin*

Advanced Diploma in Video Games Design  
Top Student Award

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## BEST COLLECTION AWARDS FOR ADVANCED DIPLOMA IN FASHION DESIGN



*Juliana Ng*

Advanced Diploma in Fashion Design  
VMSD Young Talents Scholarship Award  
Best Collection Award - Winner



*Ong Emerentia Wardoyo*

Advanced Diploma in Fashion Design  
Best Collection Award - 1st Runner Up



*Laurensia Salim*

Advanced Diploma in Fashion Design  
Best Collection Award - 2nd Runner Up

## PARAGON WINNERS (FOR RAFFLES PRIVATO)

- 1) Bi Lin
- 2) Winnie Leong
- 3) Le Thuy Tien
- 4) Michelle Cecilia Tedja
- 5) Loh Yi Chen
- 6) Chen Junyan
- 7) Pan Jiajia
- 8) Valerie Anggerek
- 9) Agnes Angelin Tjioe
- 10) Mita Andriani

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