



Media Release
For Immediate Release
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From Raffles to Runway

Raffles graduates impress at Rosemount Australian Fashion Week

“Raffles show great success” Tweeted Glynis Traill-Nash, one of Australia’s most prominent fashion editors, from her front row seat. At noon on Friday 6th May, Raffles College of Design and Commerce made a triumphant debut on the Rosemount Australian Fashion Week (RAFW) runway. Showcasing a selection of talented past students from Raffles colleges both here and abroad, Raffles came to the fore as a prominent leader in fashion education.

The Raffles RAFW International Showcase featured three Sydney Bachelor of Design (Fashion Design) graduates who were recently awarded the opportunity to showcase their work to fashion’s most respected and renowned critics from both Australia and abroad, by a panel of industry experts who included: Dan Single (Ksubi), Nicola Finetti and Akira Isogawa. Joining the home grown talent were two international graduates from the Raffles Shanghai and Singapore campus’.

The Raffles RAFW International Showcase featured:

- Byron McGilvray (Byron Bay, Australia);
- Peggy Hartanto (Sydney, Australia);
- Winson Tan (Sydney, Australia);
- Crystal Tsoi (Sydney, Australia);
- Erin Loh (Singapore);
- Zhigang ‘Del’ Chen (Shanghai, China).

With designs that demonstrated innovative thinking, commercial appeal and the exploration of trends, the showcase certainly impressed, with positive feedback flowing in from all directions post show.

The hair and make up looks of the show were brought together with thanks to the creative teams at Redken and Gorgeous Cosmetics who created styles that were both innovative and on trend.

“Participating in RAFW will forever be a shimmering moment in my career,” explains Australian designer Peggy Hartanto of her RAFW experience. “The show went really well, even beyond my expectation. To be involved in RAFW was really meaningful to me especially as a new, young designer. It is a big stepping stone into the industry for me.”

With the focus on Raffles ongoing commitment to produce fashion designers and marketers, who were involved in event production, communications and registration support, with savvy business minds and real talent the Raffles RAFW International Showcase has certainly put Raffles on top in the ranks of fashion education.

“Having designers from Shanghai and Singapore as part of the mix of our spring summer 2011 collection really defines the meaning of an Australia-Pacific fashion week,” explains Robert de Giovanni, Raffles Program Director, Fashion Design & Fashion Marketing. “As the only private education provider participating in RAFW, Raffles fashion program is the only program of its kind in Australia that can really lay claim to be interacting with global markets to which our students now have direct access. Our course feeds directly into both established and emerging markets throughout the region in a way which is unique.”

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Raffles RAFW International Showcase

Introducing

Byron McGilvray
(Byron Bay, Australia)

Inspired by Avante Garde design, international travels and industry experience, Raffles graduate Byron McGilvray intends to create a theatrical experience to the RAFW show and thrives on bringing a shock factor to the runway. His designs use fabrics and techniques that are unique to his design ascetic.

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Raffles RAFW International Showcase

Introducing

Peggy Hartanto (Sydney, Australia)

Born and raised in 1988 in Surabaya, Indonesia designer Peggy Hartanto relocated to Sydney in 2006 to bring her dream of becoming a fashion designer into reality. Hartanto graduated from Raffles North Sydney campus in in 2009 with several awards internal and industry awards including Award for Excellence in Fashion Design and Winner of Kinokuniya Digital Art Prize. Peggy has recently been working with esteemed Australian label Collette Dinnigan. Hartanto's designs reflect a fusion of both eastern and western culture which is ever present in her interpretations of high end deluxe womenswear.

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Raffles RAFW International Showcase

Introducing

Winson Tan
(Sydney, Australia)

Winson Tan kick started his career with the launch of his brain-child label 'NOSNIM by Winson Tan' after winning an unprecedented 3 awards in the very prestigious Malaysian-International Fashion Award (MIFA) during Malaysian-International Fashion Week (MIF-W) 2007. The awards include, the coveted 'Most Promising Designer', 'Best Casual Wear Award' and 'Best Avant-Garde Award'. He has since showcased his range in various Malaysian and international platforms. His designs focus on experimentations in cutting and fabrication which result in cutting edge read-to-wear pieces.

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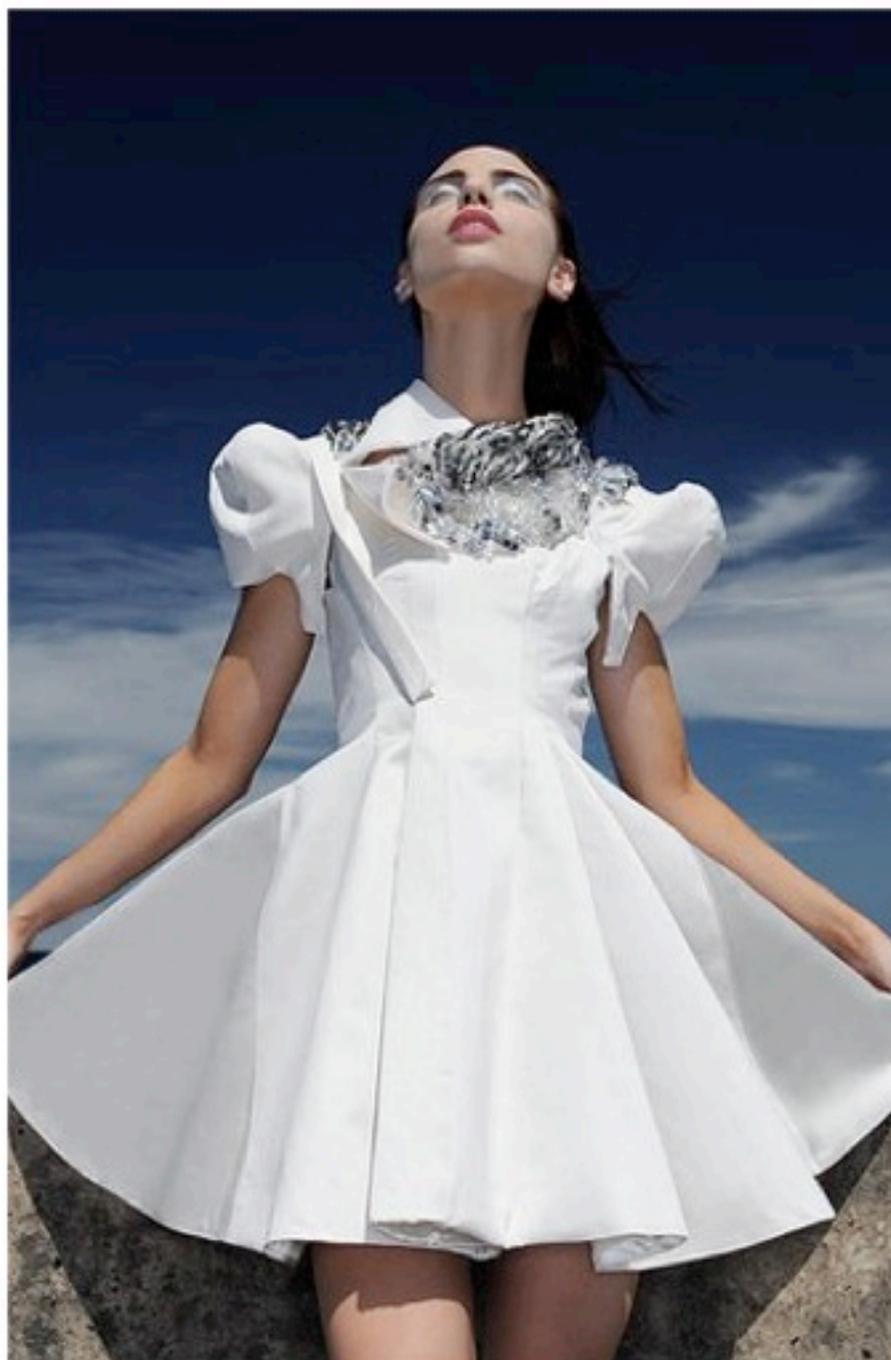
Raffles RAFW International Showcase

Introducing

Crystal Tsoi
(Sydney, Australia)

Hong Kong born and raised and educated in Fashion Design at Raffles North Sydney Campus, Crystal Tsoi's designs effortlessly encompass her east-meets-west background. Tsoi has fused her curiosity of the world around her and her background into carefully constructed and beautiful pieces.

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Raffles RAFW International Showcase

Introducing

Erin Loh
(Singapore)

The 10 piece ready-to-wear de luxe collection, from Singaporean design Erin Loh, is considered as The Prodigal Son's premier collection as it makes its debut at RAFW.

Inspired by the romantic notion of disintegrating old city remnants, the ranges finds itself lured into wet back alleys, rusty iron gates, moss covered walls and terracotta against the backdrop of treacherous night skies that resemble inkblots and thunderous streaks. These time- ridden colors and eroded textures are reflected each piece.

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Raffles RAFW International Showcase

Introducing

Zhigang 'Del' Chen

(Shanghai, China)

Chen Zhigang, or Del as he is known by his Australian friends, is a Fashion Design student from Raffles Shanghai campus. Zhigang is looking forward to showcasing his range at RAFW. The 10 piece capsule collection encompasses foundations that are unique to Chinese fashion and design whilst also encompassing a certain Western commercial appeal.

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