



PRESS RELEASE

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RAFFLES SHARES UPCOMING GRADUATION FASHION SHOW & BEHIND-THE-SCENES STILLS THROUGH FACEBOOK IN REAL-TIME

Singapore, December 6, 2011 – Dress fittings. Runway rehearsals. Backstage preparations. These are just some of the stills that are continuously added to Raffles College of Higher Education, Singapore’s (“RCHE”) Facebook page while its pre-show preparations and graduation show are on-going.

To be held on Monday, 12 December 2011 at Fairmont Singapore, the college’s biannual graduation show comprises of two fashion shows and an exhibition that showcase Raffles graduates’ talents. The one-day event expects to welcome over 1,000 guests, including the media, retail and renowned design, fashion and trade figures.

This is the first time RCHE is documenting its graduation show – pre-show to backstage to front row – in a photo report style and live with the use of social media. The college hopes that the use of its Facebook page to share real-time updates of the graduation show can create a new and interesting social experience for its social media-savvy students, graduates and the general public.

“Through the constant update of photos and videos related to the graduation show on RCHE’s Facebook page, those who couldn’t make it to the event could pretty



much live it as though they were there,” said Mr Ong Kai How, RCHE College Director. “We think this is one of the greatest charms of this new initiative.”

The constant stream of photos also shows another perspective of the graduation show that is usually hidden from public view.

Mr Ong said, “A lot of effort is put into every graduation show to make it a successful and memorable event for our graduating students. Most people usually only see their glamorous side; these pre-show preparation photos will give a glimpse of how much energy, work and people are involved.”

Some pre-show photos are already shared on [RCHE's Facebook page](#) and more are expected to come. Do keep a lookout for them by clicking the page's “Like” button!

- What:** Raffles College of Higher Education December 2011 Graduation Exhibition and Fashion Show – Symphony
- Where:** Fairmont Singapore
- When:** 12 December 2011
5.00pm – 6.30pm: Fashion Show I
8.00pm – 9.30pm: Fashion Show II
- Facebook:** <http://www.facebook.com/pages/Raffles-College-of-Higher-Education/151650114850064>



About Raffles College of Higher Education

Raffles College of Higher Education ("RCHE") is a subsidiary of Raffles Education Corporation ("REC"), the largest private education group in Asia Pacific. RCHE currently operates three education brand names namely, Raffles Design Institute, Raffles Merchandising Institute and Raffles School of Business. The REC Group has an extensive network of 38 colleges in 35 cities across 14 countries in Asia Pacific: Australia, Bangladesh, Cambodia, China, India, Indonesia, Malaysia, Mongolia, New Zealand, Singapore, Sri Lanka, Thailand and Vietnam.

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).

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.

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.

RCHE is registered with the Council of Private Education, Singapore and granted a 4-year registration under Section 36 (1) of the Private Education Act with effect from 13 June 2011 to 12 June 2015.

For more information on RCHE, please visit its website at www.raffles-college.edu.sg.

CONTACT INFORMATION

Mr Ong Kai How
College Director
Raffles College of Higher Education
Tel: 9338-5288
Email: ongkaihow@raffles-college.edu.sg

Ms Janelle Teo
Executive, Corporate Communications
Raffles Education Corporation Limited
Tel: 6336-2770 (Ext : 342)
Email: janelleteo@raffles-education-corporation.com

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