

A
PASSION
FOR
FASHION

Meet the leading designers of Singapore's new fashion generation. They're plucky, talented and raising the style quotient around town

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In an age where mass labels dominate the fashion industry, it's heartening to see bold designs and craftsmanship. That's exactly what these young fashion designers in Singapore are creating — to much acclaim. More importantly, they've livened up Singapore's fashion scene with new, tastefully unorthodox garments that the hip, well-dressed set loves to wear.



THE SANGUINE: JO SOH



THE MODISH: ALFIE LEONG



THE MAVERICKS: AFTON CHEN, RUTH MARBUN
(LOUIS KOH NOT IN PHOTO)



THE PHILOSOPHER: TEO YING HUI



THE INDIVIDUAL: CAROLYN KAN



THE INDIVIDUAL:
CAROLYN KAN

LABEL: CARRIE K.; CARRIEKROCKS.COM
STYLE DEFINITION: PLAYFUL IMPERFECTION AND AUTHENTICITY THAT IS ELEGANT
WHERE: THE NEW CARRIE K. ATELIER AT 136 BUKIT TIMAH RD; TEL: +65 6735 4036

Carolyn Kan designs jewellery that is fun, clever and versatile. Her collections, such as Reborn, which turns everyday objects like safety pins into arty jewellery, and Grit, which integrates a material's flaws into beautiful designs, can be worn equally well with evening wear, rocker jeans or boho outfits.

Kan won *ELLE* Awards' Jewellery Designer of the Year in 2010 and launched her atelier in October 2011. When fashion designer Harry Halim opened Paris Fashion Week in 2011, he paraded his Carrie K. Magma ring.

She is planning to reveal a new line of jewellery for men, as well as bling for furry pets, and will be inviting guest artisans and designers to showcase their collections there too. "I have experimented with different design styles and techniques but find myself gravitating back towards simple, organic forms that look seemingly unpolished," she says.

Kan's style leans towards organic forms that look seemingly unpolished



THE MAVERICKS: AFTON CHEN, RUTH MARBUN AND LOUIS KOH

LABEL: RECKLESS ERICKA; RECKLESSERICKA.COM
STYLE DEFINITION: A MISH-MASH OF MULTI-LAYERING AND COLOURS, FUSING NATURALNESS AND GRUNGINESS
WHERE: THE RECKLESS SHOP, #02-08/09 ORCHARD CENTRAL, 181 ORCHARD RD, TEL: +65 6338 8246; #02-201 VIVOCITY, 1 HARBOURFRONT WALK, TEL: +65 6376 8246

One of the most well respected Singapore fashion labels, Reckless Ericka (named after a fictional character in a short story by Paul Arden), comprises trio Afton Chen, Ruth Marbun and Louis Koh.

"The three of us met at Raffles Design Institute," says Chen. "Ruth and I are fashion designers while Louis is in charge of the company's marketing and operations. For Ruth and me, it has always been our dream to set up our own label."

Reckless Ericka's debut fashion show at the Audi Singapore Festival in 2009 saw them present alongside fashion bigwigs Vivienne Westwood, Christian Lacroix and Gareth Pugh.

A pop-up store in Stamford House in January 2010 was followed by their first stand-alone boutique there in June that year. Their clientele includes singer Adam Lambert and *American Idol* finalist David Archuleta.

"I gravitate towards simple, organic forms"



Stylish bags make up part of the collection from Reckless Ericka