

FRONT ROW AT HOME

Watch 12 fashion shows over the Web. STACEY CHIA picks some highlights of this year's Digital Fashion Week

Grab a front row seat at a fashion show from the comfort of your home. The annual Digital Fashion Week Singapore, which starts today, is back for the third year running.

Expect a diverse range of looks, from the minimalist designs of In Good Company to over-the-top party frocks from British-based brand Fyodor Golan.

Organised by local marketing agency DFW Creative, the event aims to support local designers by showcasing their work to an international audience through the Internet.

Last year, the event reached about half a million views from more than 72 countries.

Over the next four days, 12 shows, including one from veteran designer Thomas Wee, heritage brand CYC, streetwear label Mash-Up and designer Max Tan, will be held at the National Design Centre.

For the opening show tonight, 82-year-old American model Carmen Dell'Orefice will walk the runway for designer Max Tan's eponymous label.

In keeping with this year's theme – European Exchange – British label Fyodor Golan and Italian label Cristiano Burani will showcase their collections at the event. Both brands have also created exclusive pieces for Digital Fashion Week.

Like what you see on the runway? Shoppers can pre-order a selection of items from e-commerce site Inverted Edge (www.invertededge.com) after the shows.

Go to www.digitalfashionweek.com for the full schedule and to watch the shows.

FYODOR GOLAN SPRING/SUMMER 2015

Nov 3, 5.45pm

Founded in 2010 by Latvian duo Fyodor Podorgny and Golan Frydman, the label's spring/summer collection is for fans of neon and all things slightly over-the-top.

Think dresses embellished with neon floral appliques, metallic plunging neck dresses and skirts with multi-coloured digital patterns that will not look out of place at a rave.

Items will not be available for sale in Singapore.



MAX.TAN SPRING/SUMMER 2015 FEATURING YOUYOU

Today, 5.45pm

Womenswear and menswear designer Max Tan started his eponymous label in 2010. The Nanyang Academy of Fine Arts graduate is known for his architectural looks which feature draping and pleating.

The 29-year-old will be showcasing four menswear looks at Digital Fashion Week.

Tan will be sharing the show with emerging womenswear label Youyou. The brand, which was founded last year by Jacqueline Teo and Zhiying Yuan, offers classic pieces with a modern twist.

Max.Tan will be available at Inverted Edge. Prices start from \$150 for a knitted top to \$850 for a coat.



PAULINE NING SPRING/SUMMER 2015

Nov 2, 5.45pm

Launched by Lasalle College of the Arts fashion design graduate Pauline Lim in 2010, the womenswear label features feminine designs with mixed fabrics and handcrafted detailing.

Earlier this year, Lim showcased her designs at the Seoul Fashion Week and Coterie Tradeshow TMRW in New York City.

Available at Inverted Edge, prices range from \$160 for a top to \$860 for a dress.

6
SHOWS
YOU
MUST
NOT
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IN GOOD COMPANY CAPSULE 5

Today, 7.45pm

Founded in December 2012 by designers Sven Tan, Kane Tan and marketing merchandisers Julene Aw and Jaclyn Teo, the brand is known for its minimalist and structured designs.

All four were employees at local label Alldressedup, which is currently on a hiatus.

Turn to In Good Company for easy-to-wear wardrobe essentials.

Available at Tangs Orchard or at www.ingoodcompany.asia. Accessories will be available for pre-order after the show on the brand's online store or at multi-label store Kapok in the National Design Centre.

Prices range from \$89 for a top to \$339 for a jacket.



DEPRESSION SPRING/SUMMER 2015

Nov 2, 7.45pm

Since 2006, designers Kenny Lim and Andrew Loh have made a name for themselves with their dark and edgy brand Depression.

Things may be set to get even darker with its latest collection, Inner Demons.

Without revealing much about the collection, Lim says to expect to feel "fear".

"People will forget what they see, but they won't forget a feeling, so we created a collection that would allow the audience to feel raw emotions," he says.

Available at Inverted Edge. Prices range from \$149 for a shirt to \$259 for a dress.



CRISTIANO BURANI SPRING/SUMMER 2015

Nov 3, 3.30pm

Italian designer Cristiano Burani took a rather unconventional route to fashion.

Prior to studying fashion design at the renowned Parsons The New School for Design in New York City, Burani spent a few years in Italy completing his medical degree. He has since worked with Italian fashion brands such as La Perla, Versace and Bluemarine.

In 2010, he started his eponymous label. Model Kendall Jenner was recently spotted in a white pant suit from the designer.

Burani's spring/summer collection has a breezy, casual vibe – relaxed silhouettes, culottes, sheer panels and checks – that is likely to be popular here in Singapore.

Now, if only the items would be available for sale after the event.



PHOTOS: CRISTIANO BURANI, DEPRESSION, FYODOR GOLAN, IN GOOD COMPANY, MAX.TAN, PAULINE.NING