

= Xixue =

Cheng Yan Yan Wendy ( born Cheng Yan Yan ; 28 April 1984 ) , better known by her pseudonym Xixue , is a Singaporean blogger and online television personality who writes about her life , fashion and local issues in a provocative style . Her main blog , which attracts about 50 @, @ 000 readers daily , has won prestigious blog awards and earned her sponsorship deals , as well as stints as a columnist and TV show host , but some of her posts have sparked national controversies . She is married to American engineer Mike Sayre and they have one child .

= = Personal life = =

Born in Singapore on 28 April 1984 , Xixue studied at River Valley High School and graduated from Singapore Polytechnic with a diploma in mass media , then briefly worked as a project coordinator . Her father , an antique dealer , and her mother , a property agent , are divorced ; she also has a younger brother . For a year , she maintained a paper diary , which her ex @-@ boyfriend 's new girlfriend threw away during a Chinese New Year spring cleaning . Wanting to air her thoughts in a space that nobody could throw away , she started blogging in April 2003 . She underwent plastic surgery , sponsored by MediaCorp TV , to " correct her bulbous nose " in 2006 . In 2010 , she married American engineer Mike Sayre , whom she met online and had dated for three years , and in March 2013 , she gave birth to a boy named Dashiell .

= = Blogging = =

Xixue has ten blogs , including her untitled main blog ( usually known as xixue.blogspot.com ) , a geeky blog , her media centre and several private blogs . Although she writes in the English language , she selected her pseudonym , which means " snowing " in Mandarin Chinese , because it " had that tinge of mysterious , beautiful girl thing about it " . On her main blog , which attracts about 50 @, @ 000 readers daily , she provides updates about her personal life , posts photographs , writes about topics such as fashion , discusses local issues such as " nasty taxi drivers " , and posts paid advertorials . She often uses profanity in her posts and her success has been attributed to her provocative writing style . According to a survey she conducted , which attracted 6000 responses , her readers are mainly Singaporean , female , young adults interested in fashion and " looking for an alternative voice " . Awards that her main blog has won include the 2004 and 2005 Wixbang Weblog Awards Best Asian Blog and the 2005 Bloggies Best Asian Weblog . In July 2005 , a hacker defaced the blog , but she managed to restore its contents . Her main blog , the first from Singapore to enter the Technorati Global Top 100 Blogs List , was selected for the National Library Board archive in 2008 .

= = Other media = =

Due to the popularity of her main blog , Xixue has earned jobs in mainstream media , notably as a columnist for national newspapers TODAY and The New Paper , Maxim magazine and Snag magazine . In addition , she has served as an editor for blog aggregator Tomorrow.sg , a Star Blogger for the STOMP portal and a presenter at the 2005 Singapore Writer 's Festival . She has struck sponsorship deals with many companies , including online eyewear store HoneyColor , childcare merchandise retailer Mothercare , T @-@ shirt maker LocalBrand , hair salon Kimage and nail studio Voxy . In 2006 , she and DJ Rosalyn Lee co @-@ hosted Girls Out Loud , a reality TV series on MediaCorp Channel 5 , where they engage in " outrageous antics and no @-@ holds @-@ barred banter " . She has a fortnightly series , called Xixue 's Guide to Life , on the web television channel clicknetwork.tv ; its highest @-@ rated episode had more than a million views . The Health Promotion Board selected her as an ambassador for their Get Fresh campaign to discourage women from smoking and help female smokers quit .

= = Controversy = =

In October 2005 , Xixue wrote an entry condemning a disabled man , who scolded a non @-@ disabled man for using the toilet for the disabled , leading to an online backlash that prompted two sponsors to cancel their deals . Two months later , she suggested that foreign workers be banned from Orchard Road , as they were molesting Singaporean girls ; many netizens condemned her posts as " racist rants " and signed an online petition to ban her from Orchard Road . She was accused of impersonating another blogger and abusing her position as a Tomorrow.sg editor to remove comments critical of her in January 2006 . In July 2007 , she made a post about the " seven most disgusting bloggers " in Singapore , sparking flame wars that were extensively covered by local media . In April 2008 , she made a video about the iPhone , which she insists " was meant to be funny " , but was dubbed " the worst iPhone review " by American technology writer Daniel Lyons and ridiculed on other technology websites , including Gizmodo . Xixue also has a heated rivalry with blogger Dawn Yang , who threatened to sue her for an allegedly defamatory post in June 2008 .