

ISSUE NO 1

Cerise

KEEPING YOU SWEET AND CHIC

EXCLUSIVE
CALENDAR

FEBRUARY
FLORAL
ISSUE

COMPETITION
GOODIES



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CERISE: THE EDITOR'S NOTE

Singapore Cerise editor Karisha Tej Kumar Partabrai

You must be thinking, why Cerise? Well the answer is rather simple. When one thinks of the colour red or in this case a shade of red, cerise, words such as Bold, passion and desire come to mind on the flipside cerise is also the French word for cherry associated with sweetness, freshness and even sexiness. This fully encompasses what our magazine has to offer.

Being part of a generation of strong and courageous women that shatter glass ceilings Cerise caters to the young women bursting with life, snatching endless opportunities that await her. This issue includes profiles of successful female entrepreneurs breaking into the fashion industry with their creativity and expertise. Furthermore, within these pages hold tips and tricks unveiling the hidden secrets behind cosmetics, the lack lustre modelling industry in Singapore and the magical business model that sends new-fangled yet suitable apparels just for you right at your doorstep.

This edition of cerise is exclusively floral themed this February to signify the budding and ever growing landscape of fashion and beauty. Not to forget, it serves as a reminder that the garden city of Singapore is not dull, contrary to popular belief but vibrant, colourful and delicately finding her place in the topsy, turvy, over the top and booming world of fashion.

With the hopes to position ourselves as a modern and free-spirited magazine, the journey to the completion of this issue has been nothing short of a outrageous roller coaster ride. With twists and turns in curating each article and reimagining each photoshoot this entire project can easily be described as epic one.

Now it's over to you to indulge in and we can only hope you enjoy this special floral issue of Cerise as much as we have enjoyed making it come to life in glossy print.

Karisha Tej Kumar Partabrai



Priya
Designer

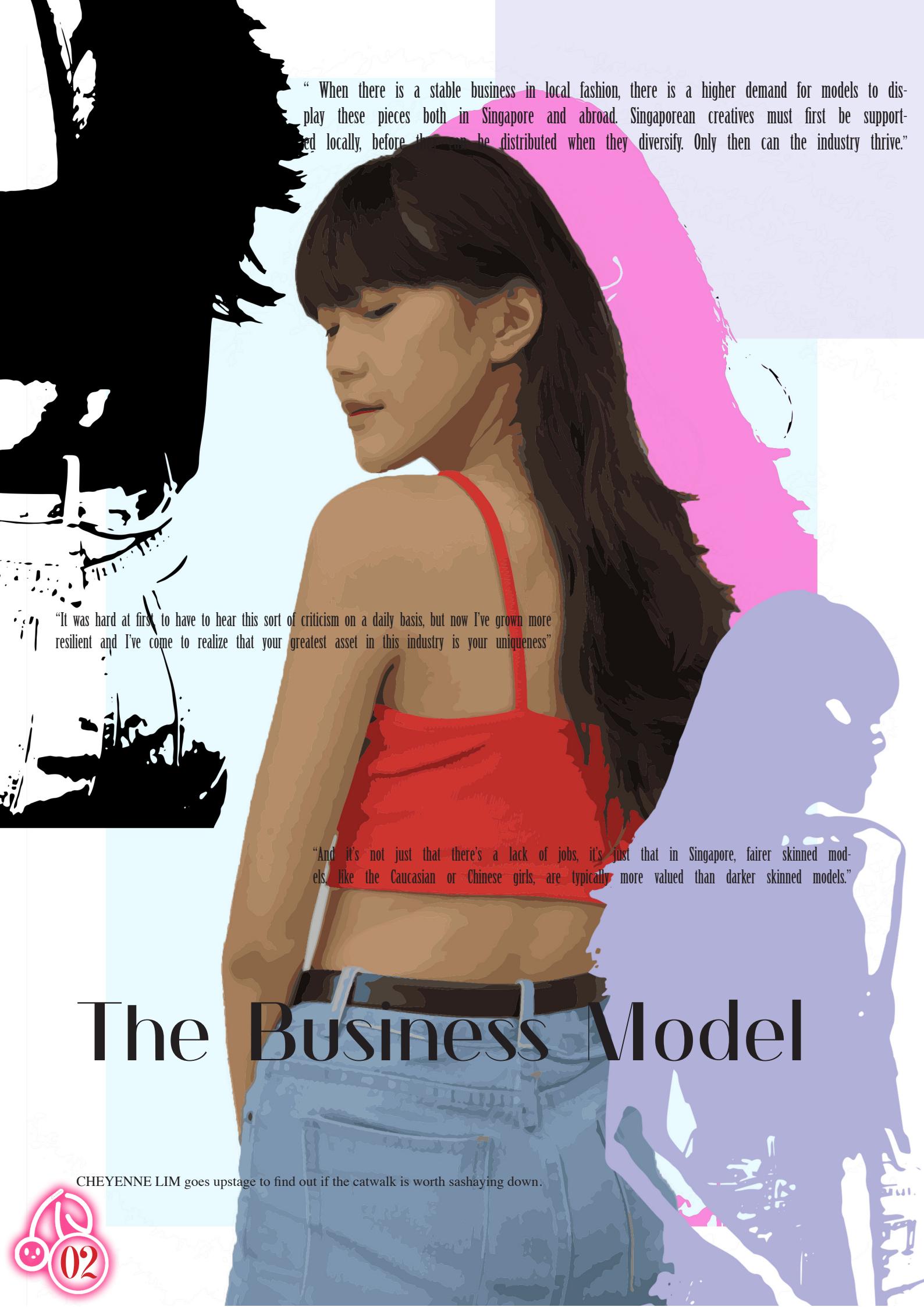


Nicole
Designer



Pauline
Visual Editor





"When there is a stable business in local fashion, there is a higher demand for models to display these pieces both in Singapore and abroad. Singaporean creatives must first be supported locally, before they can be distributed when they diversify. Only then can the industry thrive."

"It was hard at first to have to hear this sort of criticism on a daily basis, but now I've grown more resilient and I've come to realize that your greatest asset in this industry is your uniqueness"

"And it's not just that there's a lack of jobs, it's just that in Singapore, fairer skinned models, like the Caucasian or Chinese girls, are typically more valued than darker skinned models."

The Business Model

CHEYENNE LIM goes upstage to find out if the catwalk is worth sashaying down.

Posters of an ice cream-eating Cheyenne Kong while Duan Meiyue walks for Singaporean models are exceptions. With over 15 models, how many of these models will be given Meiyue? Does Singapore have the resources

In the late 1980s, Singapore experienced a Golden Age of local fashion. In an interview with Today, according to top model of “so exciting then”, as it was an up-and-coming local designers and frequent fashion shows held the opportunity to flourish like Cheyenne and Duan Meiyue. But, what about the modelling scene today? technology, models and their portfolios become more easily accessible. As such, one would expect more of Singapore’s models to reach wider success, especially with the trend of diverse and unconventional beauty either Western models or celebrities featured.

With our current fashion landscape, here’s what some models think of the viability of it as a career, especially in Singapore, where “stable”, conventional Models Agency, modelling is more of an opportunity to take an opportunity to continue modelling overseas, she would expect more of Singapore’s models to discover her full potential in the industry as she believed

Similarly, Ameerah Smith, 24, a freelance model, finds it difficult to do full-time due to the competition in of jobs, it’s just that in Singapore, fairer skinned models are typically more valued than darker skinned models”, herself. Besides this bias in the industry, she’s also found that her career isn’t sustainable and that she “It was hard at first, to have to hear this sort of criticism on a daily basis, but now I’ve grown more resilient and I’ve come to realize that your greatest asset in this industry is your uniqueness.”

On the topic of uniqueness, another common opinion does not currently have enough creative output to showcase. Caen notes, “The lack of seasons in Singapore naturally limits the clothing options we have in general and that in turn, limits our output to the same in comparison to other countries’ unique styles, countries and attempt to remake it”. Another model, Group, feels that to put Singapore back on the global fashion map they must broaden their scope of reach beyond just what

Judge of Asia’s Next Top Model and the “Godfather” of Singapore’s fashion industry Daniel Boey believes that for modelling to thrive in Singapore, we must first diversify. Only then can the industry thrive.”

Chesney are plastered across Hong Kong while Duan Meiyue walks for Shanghai Fashion Week 2018. However, these 15 modelling agencies and countless freelance models, how many of these models will be given the opportunity to flourish like Cheyenne and Duan Meiyue? Does Singapore have the resources to make modelling a viable career?

Golden Age of local fashion. In an interview with Today, according to top model of “so exciting then”, as it was an up-and-coming local designers and frequent fashion shows held the opportunity to flourish like Cheyenne and Duan Meiyue. But, what about the modelling scene today? technology, models and their portfolios become more easily accessible. As such, one would expect more of Singapore’s models to reach wider success, especially with the trend of diverse and unconventional beauty either Western models or celebrities featured.

current models think of the viability of it as a career, jobs are valued more. To Caen Loh, 19, a model with NEXT network rather than a career. When asked if she would admit that she would seize the chance, only if it’s to that Singapore did not hold the right position to give her that

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of the two models is that Singapore’s industry have a unique fashion industry for our models Singapore naturally limits the clothing options we have in general and that in turn, limits our output to the same in comparison to other countries’ unique styles, countries and attempt to remake it”. Another model, Group, feels that to put Singapore back on the global fashion map they must broaden their scope of reach beyond just what

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A Brazilian study showed that 45 per cent of women who used make-up daily had skin diseases related to the products they were using and that 14 per cent of them suffered from cosmetic-induced acne – known medically as acne cosmetica. Commonly used ingredients in make-up products, such as parabens, can cause skin irritation. In just a mere tube of lipstick, there can be up to nine toxic chemicals like lead and chromium.

Ms Nerissa Low, 34, founder of Reflections Organics, says: “Most people underestimate the harmful effects of a lifetime of using chemical-filled make-up.”

True enough, the rise in health problems related to using make-up are concerning people.

Many people have been going organic with their make-up, with 73 per cent of millennial women now looking to buy cleaner, all-natural products. It’s also common for women to read the ingredient list before purchasing any beauty product. According to Ms Low, using organic make-up products improves your complexion in a chemical-free way with products that are nourishing for the skin. It also means making conscious choices that protect consumers, animals and the planet.

Regina Tan, 17, a student, said she switched to organic make-up products when she realised that certain brands were not cruelty-free and found them inhumane. She was also worried that unknown chemicals may irritate her skin.

If you feel the same as Regina and Ms Low, don’t worry, because going organic is not as difficult as it seems! You can slowly switch out the products you use. For example, once your foundation finishes, replace it with an organic one. If you’re picky with your makeup, try getting samples of organic make-up products to find the perfect formula before buying the full-sized bottle.

You can also read the ingredient labels. Just because a product states that it is “natural”, it doesn’t necessarily mean that it is an organic product. Look for products that do not contain ingredients such as parabens, sodium lauryl or propylene glycol. If you don’t want to go through all that trouble, there are always applications such as “Think Dirty” that indicate how toxic the product is, based on the ingredient list.

Is the price really worth it?

Organic make-up products are definitely more expensive as compared to their chemical counterparts but there are valid reasons for the increase in price.

They are made with pure, natural ingredients that have a naturally limited shelf-life and will break down after some time, so the products usually do not last as long. These raw ingredients cost about two times more than the chemical versions so the cost of production is more expensive, causing the product to be sold for a higher price.

However, you are paying for a higher concentration of good ingredients which your skin is going to absorb. In most non-organic make-up products, they are made up of about 80 per cent water and the majority of the remaining ingredients are typically emulsifiers, preservatives and other chemicals.

Obtaining organic certification is also very costly, mainly because of all the strict testing that the products undergo to ensure they meet the criteria.

When asked why organic make-up is worth the price, Regina says: “What’s worth it? Paying less to damage your skin more and leading to you forking out more money to treat the damage afterwards, or spending just a little more to protect yourself before you get hurt?”



**SCAN TO
ENTER THE
CERISE
FLORAL
MAKEUP
COMPETITION**



TAN EN YING goes out to find out more about the trend over organic make-up.

*Going
Organic*



not all about nailing it

NICOLE WANG has a heart to heart with the ex-director of Jacqueline Burchell, Ms Jaqueline Cheah, about who she is, her story and her struggles.

Holographic cosmetic glitter, chrome furnished kabuki brushes and a near endless variety of gel polish to choose from? Oh, you mean a nail enthusiast's version of heaven. You might think I'm exaggerating but I assure you this is true - especially for the truly deprived Singaporean nail enthusiast who struggles to get even a whiff of exclusive goodies like Butter Cream gel or Magpie Glitter Dust. Needless to say, the Singaporean nail market is not exactly the most ideal. Of course, that was until the immaculate conception of Jacqueline Burchell seven years ago. Since its creation, the brand has blessed the local nail art community with its abundance of colours and showers of cosmetic glitters. Even sprinkling some exclusive collections for nail artists to snatch over. Now, the brand has the largest collection of gel polish in Singapore with distributors in Australia, Indonesia and Japan! To say Jacqueline Burchell had nailed it would have been a gross understatement. However, according to Miss Jaqueline Cheah, daughter of the founder and ex-director of the



How would one describe Ms Jaqueline Cheah? Well, the first word that would pop into anyone's mind would be 'make-up' but I would like to offer an alternative perspective. Think 'fitness'. Are you confused? Well, according to Jaqueline herself, besides her obvious love for make-up, she has also been doing lots of fitness so that she 'can indulge in [her] favourite food, be happy with [her] butt and still fit in [her] jeans!' Although, to be entirely candid, her hobbies include binging on Netflix and a nice date with a crime thriller novel. Clearly, this is a far cry from the flamboyant, make-up-crazed image that other nail cosmetic business owners like Max Estrada portray but that is undoubtedly who she really is! However, do not let her seemingly normal hobbies fool you because Jaqueline joined her mother's company at the ripe young age of 21 and began working full-time at the age of 22. As the director of the company and someone who managed the manufacturing side, her talents were definitely integral to the success of Jacqueline Burchell. However, how difficult was it to forge the path to success?

All that glitters is not gold. After all, when she joined in 2012, the company was merely a bud, not yet bloomed or fully realised. The work was difficult and often much more harrowing than what she had expected. When asked about Jacqueline Burchell, Jaqueline admitted that it made her realise how starting her own business meant tremendous sacrifice. During the four years she worked at Jacqueline Burchell, she had to work 16 hours a day everyday which left her little time for things like a social life or leisure. Even taking care of her own health was forgotten under the guise of 'working hard for the business'. Dreadfully, the four years of non-stop work from nine am to midnight every single day took its inevitable and tragic toll on her in the form of collapsing at home. She was, later, admitted into the hospital. 'Being in the hospital for three days and being somewhat bed ridden for a month and a half was unbearable' she told me during the exclusive interview. However, the ordeal was not for naught as it was a turning point in her professional career. She told me that the incident made her realise that she needs give priority to her emotional and physical health before work. Thus, immediately after recuperating, she made sure to reclaim her lost social life and vowed to strike a comprehensive balance between her work and leisure.

As a word of advice to our young readers, she stated that starting a business might be a daunting task and would definitely require sacrificing a fair bit of leisure time to get off the ground. However, she cautions our ambitious young readers to be mindful of the state of their wellbeing as they work towards their dreams and goals.



VA VA VOOM IF YOU'RE FEELING OR AU NATUREL?

Join TAN EN YING in recreating celebrity make-up looks for less.

Eyes:

Chang Hui Ling, 35, a professional make-up artist emphasises that “eye primer is very important as the weather in Singapore is warm.”. She says to remember to use eye primer so that the colour will stay vibrant throughout the whole day.

Using a fluffy blending brush, blend the shade Big Cocktails from the Colourpop “Yes, Please!” palette into your crease and wing it out. Then, use a dense, rounded eyeshadow brush and pat Chauffeur onto your eyelids. Make sure to blend where the two colours meet so that it doesn’t look harsh! Use Champs to blend the eyeshadow up your eye socket “so that it has a gradient and is more acceptable for everyday look”, says Hui Ling.

Brush your eyelashes with some voluminising mascara to get your lashes to go from 0 to 100! Your eyes are will instantly open up with those thick lashes.

Blush:

Sweep on some orange blush on the apples of your cheeks! Smile widely to find the apples of your cheeks, pat it on and blend it out. If you don’t have orange blush, you can also use Big Cocktails from the Yes Please! Palette. According to reviews on their website, Colourpop eyeshadows are really pigmented so be sure to pat it off on your hand before putting it on your face.

Lips:

Use a pinkish nude matte lipstick or liquid lipstick for your lips. Be sure to use a neutral colour so that the look doesn’t get too overwhelming.

BOLD

Slay with a pair of flaming eyes inspired by American singer Selena Gomez’s 13 Reasons Why Premiere event look!



IF YOU WANT A SOFT LOOK

Serve some looks au naturel (in the natural state) inspired by the Korean Pop idol, IU.

A natural look is ideal for when you want to keep it simple and soft.

Shima Azmira, 19, a student from Singapore Polytechnic says that you should make sure that there's no leftover makeup on your face before starting.

Eyes:

For a natural look, Ron Ong, 19, an entrepreneur cum freelance make-up artist suggests focusing on your eyebrows. "Your eyebrows shape your face."

Fill in your eyebrows ever so lightly with an eyebrow pencil and brush it with brow gel to keep it in place all day.

With a very light hand, circle your eyes with red eyeshadow to look more energised. Use a contoured blending brush so that the colour comes out sheer.

Swipe on some mascara. If you want to open your eyes up with fluttery and long lashes, use a lengthening mascara. If you want the look of thicker lashes, use a voluminising mascara like Maybelline's Volume Express Hypercurl Mascara.

Blush:

Pat on some red cream blush on the apples of your cheeks! Smile widely to find the apples of your cheeks and pat it on. Make sure to blend out or you'll risk looking like a clown!

Lips:

Pat on a bit of lip tint to get that popsicle-stained lip. If you want to look like your lips were stained from eating cherries, red lip tint does the trick!



innisfree

07



How to Gel Right

Nicole Wang sits down with several Nail Technicians to find out what is the best Gel Polish for you.



Do you really want to fix that nail?

Well, thanks to the new Gel Polish that has been bursting into the Singaporean market, I can safely reassure you that you no longer have to worry about fixing that nail every three days! Gel nails are the harder version of your regular polish. As the name implies, they are nail polish made of gel that last longer than your regular polish. It also dries instantly so you don't need to worry about smudging or destroying nail art you spent hours intricately drawing out. With this information, it is obvious why these polishes are growing more and more popular.



Singaporeans have it tough. Not only are we expected to keep up with every single piece of homework that our teachers throw at us and deal with the inescapable crowd every day to and fro from school, we are expected to look stunning all while doing that. Luckily, Sephora and Forever 21 have got us covered for our daily basics but that still leaves one place bare and naked – our nails. But (you might be asking), why would our nails ever be a problem? Well, the hassle that comes with keeping well-groomed, painted nails is only one the true nail enthusiast would know.

Imagine a tired day of school or work, you arrive at your apartment, ready for a 1 hour Netflix and chill session but before you can even start grabbing a bag of chips for your fifteenth re-watch of Mean Girls, you notice that something is oddly amiss. It is, then, you spy an unfortunate chip of your polish, revealing the nude-ish white colour that was supposed to be safely buried under a layer of creamy O.P.I. polish,



GELISH

PRICE :
SGD\$8.90 – \$12.90
for 15ml

Since the brand revolutionised the industry as the first gel polish to be packaged in a bottle and brush in 2009, Gelish has gone on to produce over hundreds of colours and become an absolute show stopping staple for anyone starting Gel polish on their own. From the simple and efficient application process to the easy soak-off removal, they're as close as one can get to professional manicure artists' products. According to Home Nails, run by stay home nail artist - Helen Le, Gelish is a common gel product used by most of the stay home salons globally because they are easy to buy online and are able to hold its own to professional only brands like Buttercream.

The only true con of the product is that it is not sold in stores which spells trouble for those of you without your own credit cards or even some of you who are still sceptics of online shopping. Online retail also means that shipping will always be a problem (especially for newer or exclusive colours) that will only ship from the United Kingdom (UK) or United States (US).

As the first brand to introduce Gel nails into the Singaporean drug store market in late 2015, Sally's fans were ecstatic to apply her newest no lamp formula onto their nails to see if she could hold up to her reputation. Safe to say, she didn't disappoint. Her formula was described by YouTuber RacchLoves as 'really high gloss, thin and bold' – something we've all come to love about Sally Hansen. When asked about why she chose to use Sally Hansen's gel nails, Sandra Ming, owner of Craft Nails', a stay home nail salon stated that they were gentle to client's nails and that they were 'harder than normal polish'.

Unfortunately, the faults of this polish are also faults that we have come to expect from Sally Hansen. As usual, the bottle came with a small brush applicator that makes staining your cuticles unavoidable. Due to the thin formula, the gel also needs multiple coats to get the desired effect. Although, it lasts much longer than normal lacquer, it only stays on for a measly seven to ten days (two days more than regular polish) before it begins crazing and cracking.



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FACESHOP

PRICE :
SGD \$10.90 for
10ml

The Face Shop offers a wide range of cosmetic products including their lesser known Easy Gel Nails. Along with its gorgeous shine and stunning colour range, the polish offers a hard shell, extreme pigments and, much more impressively, a one-coat application. Originally known as Gel Touch! Nails, the polish was also described by beautygeeks to have an 'effortless' application as well as an amazing brush, shine and pigment. The polish has also been universally praised for its excellent durability, withstanding nearly two to three whole weeks without crazing or cracking. This definitely spells some trouble for some of the other popular hard and soft gel brands in Singapore.

Of course, no polish is without its faults, because the brush is extremely thick and linear, some people with shorter nails may find it more difficult to apply.



Only With Love

KARISHA PARTABRAI sits down with Nikita Dowani, a young entrepreneur of owl by Dowani, a fashion and pattern house.





Fashion is ever-changing. It is almost impossible to keep up with what's hot and what's not. You could have the most talked about bag one day and the next realise it's "so yesterday". So how do you stand out? How do you make sure you're not just another leather jacket, James Dean in the crowd?

According to Nikita Dowhani, a young entrepreneur, "Trends come and go but with something like prints and patterns, they will always be present within the industry". She says, "Although print fashion will continue to evolve in different ways, by taking control of prints you're creating or wearing you can continuously move with the times, speaking more to your own personal style than any trend could ever do".

Nikita, best known as Niki, started her fashion discovery back in 2010 at the London college of fashion where she specialised in print and textiles. She returned to her hometown in Kuala Lumpur and started her very own pattern house named OWL by Dowhani at the tender age of 21 years old. Niki, with her effervescent personality and pie-in-the-sky approach to life, has always possessed the tenacity to conjure up a world of whimsies and fantasies in her mind.

Her brand is truly an authentic portrayal of her personality- Colourful, vibrant and effortlessly intriguing. Niki reveals that what sets Owl by Dowhani apart is that each of the designs printed on the fabrics are meticulously hand-drawn by her. Therefore, the O, W and L in OWL also stands for Only With Love.

Each OWL print has a story behind it pertaining to a different social issue. Some of her collections include 'A World of Missing Things', a tribute to extinct animals, plants and lost jewels.

Having lived in 3 defining places (Malaysia, Singapore and London) that have made her the woman she is today, Niki created a beautiful masterpiece showcasing famous monuments from these places like the Merlion, St Paul's Cathedral and the Kuala Lumpur twin towers. Elana Khyra, a regular patron of the brand, says, "When I wear clothes from OWL, I feel sophisticated and fun at the same time!"

More than just raising awareness on social issues she is passionate about, Niki goes the extra mile by donating 20% of her total sales during her collection launches or private exhibits. She works with charity organisations and non-governmental organisations that correlate with the print collections. She has helped organisations such as The Stepping Stones Living Centre, Nimble Fingers Cambodia, The Budimas Charitable Foundation and Helping Hand Penan. She aims to extend her generosity to even more charities globally.

By getting behind charities like Nimble Fingers Cambodia and Budimas, Niki hopes to "help empower young women and children to be self-sufficient from a young age".

One of Niki's proudest creations is her stunning line of printed clutch handbags. Each bag is named after an inspiring woman in her life, giving the clutches a unique personality of their own.

They come equipped with a card describing the woman it was named after. The collection is coined 'Letters of Gratitude', to show her appreciation to the strong women who have impacted her life. Rachael Ward, a proud owner of an OWL clutch, gushes "Every time I step out with my Debra clutch I'm always complimented on its unique design."

Growing her brand so beautifully was no easy task for Nikita. When asked why she chose this unconventional career path, Niki remarked "Fashion is an incredibly volatile career path and you don't have the same stability you would have at a 9-to-5 job". However, she says "I am grateful I don't have a repetitive job, with fashion, every day is different as I am inspired by different things and growing the brand by what's around me and moving with the times and society."

Nikita Dowhani is one to look out for as this is just the beginning to the rest of her colourful business.



"trends come and go but with something like prints and patterns, they will always be present within the industry"

-Nikita Dowhani



Money Making Millennials

PAULINE BEATRICE sits down with teen entrepreneur, Chloe Wong, to find out more about her dazzling self-curated earring brand, AllThemLittles, what goes on behind the glitz and glamour and everything in between.

"Starting my own brand brought me out of my comfort zone. It made me more of a risk taker."

Being your own boss is a career that many can only dream of. In 2016, TodayOnline stated that three in four Singaporean millennials aspire to be their own bosses, with 32 per cent of the Singaporeans surveyed having started their current business alongside studying. Teen entrepreneur, Chloe Wong, is one of them. Her road to success began with the first leap of faith.

From running a Facebook account to sell clothes and accessories to owning her Instagram-based, self-curated earring brand, AllThemLittles. Fuelled by her love for fashion trends, alongside wanting to stand out from the crowd through her "loud and quirky" wardrobe, she started her shop only in February 2018. AllThemLittles has already grown a 1,600 strong following. More than 70 styles of earrings have been launched, and even more are in the waiting.

The journey was not smooth for the 18-year-old engineering student though. Having to juggle the many aspects of her was not an easy feat. "What I learn in school is very different from managing my brand, so I took a lot of time learning how to manage the backend of my business, marketing as well as the photography side as I manage the entire store by myself," Chloe explained.

She begun by garnering the masses, starting with Chloe's parents. Friends also flocked to support Chloe's early beginnings starting from her first line of earrings. Her business only continued to skyrocket from there as AllThemLittle's supportive fanbase continues to grow, consisting of patrons ranging from youths to working adults and even mothers.

When asked why earrings of all things for a startup, Chloe explained, "As each piece is specially curated and handmade, each piece is unique despite being the same style. No one else can make the same statement with their outfit like you."

Chloe stays grounded in a firm belief that a pair of earrings can add a hinge of daintiness and statement to everyone's outfit, no matter how simple.

Whitney Poon, customer of AllThemLittles, shares the same sentiments, "Wearing earrings pieces my outfit together... I feel that accessories are an essential for not just me, but many other people out there. That's why start-ups like AllThemLittles can thrive even though they start small."

Whitney also shared that e-commerce, or online shopping, is a lot more convenient than shopping at a physical store, an opinion that Singaporeans see eye to eye with. According to Go Globe's statistics and trend report published in 2016, 57.31 per cent of Singaporeans shopped online in 2015, and the figures are estimated to increase to 74.20 per cent in 2020. Chloe later revealed that it was a deliberate strategy to run her store online for not just her own convenience, but also the convenience of her patrons.

Our conversation turned a little more serious when it came to her goals in the future. For her personal goals, Chloe hopes to enter the fashion industry after graduating from her diploma in Marine & Offshore Technology. She aims to gain exposure through interning with local fashion brands and to use the knowledge of the industry's practices to level up her brand. For AllThemLittles, Chloe hopes to have her first pop-up store by the end of 2018 and to have more regular launches and pop-up stores post-graduation.

Janielynne Flores, who works at jewellery brand Lovisa, was impressed with Chloe's start-up. "I think her pieces are fresh and fun. I foresee her business growing because the world of accessories also falls under fast fashion where people always want the latest trends, [and] something new."

When asked how AllThemLittles changed her as a person, Chloe said: "Starting my own brand brought me out of my comfort zone. It made me more of a risk taker." Running a business all by herself also meant that she had to be more organised and have better time and stress management. If you are having second thoughts on having your own start-up, or you are simply waiting for a sign to start – this is it! Chloe assures me that being your own boss ultimately stems from passion and hard work. "Focus on finding what's different between your brands and others. Good luck on starting your own brand!"





DRESS FOR SUCCESS

KARISHA PARTABRAI uncovers the phycology behind the art of dressing for interviews to make a stellar first impression and snag that dream job



Picture this, you're in bed watching your favorite tv show when suddenly you realize you're out of your midnight snack. You jump up grab a sweater and throw on a pair of joggers and run to the store. You're probably thinking that what you're wearing has no effect on the people around you but in fact, the first 30 seconds anyone saw you they would have already formed an impression of you, and it's highly likely that if they were to see you again they would remember you as the girl that wore a hoodie and sweats to the store!

Research shows it takes all but three seconds for us to size up someone based on their attractiveness and trustworthiness. Objectics or object language is the human study of clothing and artifacts. That's right! We are talking about everything you put on your body from the cosmetics that touch your cheeks, the dress you chose to wear, the rings on your fingers right down to the strappy heels on your feet. These are all non-verbal codes with communicative potential.

Fashion can channel ones' age, gender, status, role, socioeconomic class and personality just to name a few. What you wear to an interview is a definite deciding factor whether you'll get a call back or never hear from your interviewer again. Madam Lakshmi Swaminathan, the Head of Human Resources at Radha Exports has been conducting interviews for the company for the last 13 years articulated that "the key is not to be overly formal but decent and presentable at the least" when dressing to an interview.

Here are some fashion dos and don'ts to nail your next interview confidently and comfortably!



For starters, when in doubt, always dress up! It is smart to evaluate the dress codes of the company you are intending to work for, human resource experts suggest paying a visit to the workplace of the company you're applying for to see how their existing employees dress. Nicholas Wong, 23, expressed that he wanted a job at the Singtel flagship store so badly that he hung around the branch after work hours just to get a glimpse of how the Singtel employees dressed and tried to replicate the style for his job interview there. Nicholas recalls, "The interviewers said I was a perfect fit!" Needless to say, he got the job.

Interviewers are more likely to see that you will take the job seriously and deem you capable as an employee. On top of that, by dressing up you are showing respect which is always attractive.

Make sure your PJs aren't the only comfortable clothing sitting in your closet because with the added pressure and stress you are already facing whilst having an interview, comfort is essential. Non-verbal behavior during interviews are also significant in how people perceive you so it would be a pity if what you were wearing distracted you from what's at stake.

The color of the clothes you wear can convey specific messages. Lisa Johnson at AOL jobs wrote: "Studies show that navy blue is the best color for a suit to wear to a job interview, because it inspires confidence." Navy blue expresses calmness, stability and reliability. It makes you stand out and leave the interviewer feeling impressed! Another safe colour to wear to an interview is grey. According to Monster.com, an employment website, It conveys sophistication, independence, and confidence. Now that you know the secret, you can try your luck with colour matching! Who knew being grey and blue could do it for you!

An assignment due tomorrow, test at the end of the week and work on the weekends? Plus the major struggle of the constant need to always look presentable but never having the time or money to spend. Then style boxes might just be your calling.

Style boxes are fashion subscription boxes that send you clothes per month for you to explore and find what you like and what works for you. Subscription boxes first started around 2011, sending basic necessities. In today's world, subscription boxes seem to be all the craze.

According to Hitwise, there has been a 831 per cent increase in subscription boxes since 2014. Visits to apparel/style box sites have also increased by 26 per cent in the last three years alone.

Today, we will be reviewing two style boxes to see what all the rage is about and possibly find solutions for your shopping problems.

First, we have Lowinsky, Singapore's very own fashion subscription box founded by Cheryl Poon in 2014, which is designed to cater to busy women. An online quiz and your social media handles are all it takes. You are paying \$60 per month for clothes worth twice the price.

After you have submitted the quiz your chosen stylist will choose what is suitable for you. Your customized box will arrive within three days and subsequently, at the start of each month.

Onto the products:

In the box itself, you'll receive a top and bottom or dress along with shoes and accessories. It's mixed and matched according to what the stylist prefers for you. As the months go by, the stylist will be able to curate more suitable clothing for you.

"Criss Cross Black Bikini which has really good quality! I am in love with the design of this piecewill be Insta-worthy! They pay attention to your likings, and even your allergies so that they can deliver the best products for you," Jocelyn Chong wrote on her blog.

I wanted to hear what kept people coming back so I interviewed Janani Kannan, 18, a loyal customer of Lowinsky. She shared with us that she originally started using Lowinsky to try something new but after getting her first style box, she was hooked and it only got better.





"My stylist understood my style well and with my busy schedule, all I have to do is sit back and wait," Janani enthusiastically says.

Next up comes Hervelvetvase(HVV), a Singapore online shopping site. They have mood boxes, a subscription box that sends you clothes based on your mood for the month and the subscription plan you prefer, with prices ranging from \$40 - \$95.

As for the mood box, an email will be sent to you to get you started and it's pretty simple from there. Expect your first box within 3 days of purchase. The packaging is aesthetically pleasing, a lavender box nicely tied with a bow. Inside, they also present you with a HVV hanger as a complimentary gift.

The products sent to you differ according to your subscription plan with the priciest plan receiving a top, bottom, dress, bag and accessories alongside a gift card. The cheapest plan comes with a dress, accessories and a gift card. These clothes are sent to you solely based on your said mood for the month.

"thumbs up for the exquisite packaging I love how the items were placed ... the fabric and quality of each item I received was of surprisingly good standard.." said blogger and YouTuber Naomi Neo.

"The best thing about not completely choosing for myself is that I will get items that I wouldn't normally buy... personally I don't think this look is for me. However paired super high waisted jeans I could see this working," wrote blogger Hannah.

I sat down with Shangari Sreekumar, 17, a polytechnic student who also happens to be loyal customer of HVV's mood box. She said the mood box is perfect for those who hate shopping but still want to look presentable. With the mood box, she never has to worry about time or her indecisiveness, "I just need to click a few buttons and everything is done for me," she says.

All in all, style boxes allow you to explore different styles that you may not have considered yourself and it saves time. If that's what you're looking for, give style boxes a try!



*Fashion at your
door step!*

Priya heads out to find out more about the craze with style boxes and whether it's worth it.



Lashing out

CHEYENNE LIM gets an eye-opening look at the new beauty industry sweeping the nation

Be kind & beautiful



Clumpy mascara smudged under eyes and fiddling with flimsy, sticky false lashes. If you're a frequent makeup user, these may be a familiar problem you face while trying to attain Instagram-worthy eyelashes. But fret not, because there's another way. All you would need is about \$75 and a couple of hours to spare at the nearest eyelash salon to get the fluttery, wispy lashes of your dreams!

With the growing number of salons around Singapore, getting extensions as part of a regular beauty routine is becoming a commonplace as a manicure or a trip to the hair salon. Women are given so many choices now in choosing how they want to present themselves, whether it's going makeup free or being able to customize things as specific as their eyelashes. The options available might give you whiplash, but I'm here to give you the rundown on extensions.

Originally from Korea, lash extensions have made their way onto the eyes of many Singaporeans. Their appeal lies in their semi-permanent, customizable nature as trained lash technicians individually stick false eyelashes directly onto your own lashes. These extensions will then last for about three to six weeks. Around the two to three-week mark, the long lashes will slowly start to shed. This painstaking process can take anywhere from an hour to three, depending on how elaborate the look is. During this time, clients simply lie down and relax, and some even say that they're able to nap during the appointment. Talk about beauty sleep!

For these reasons, it's easy to see why the demand for extensions has been going up rapidly over the past two years, with daily Google searches for "eyelash extensions" in Singapore increasing by trifold. In 2014, search counts were negligible, but as of June 2018, there are about 150 unique searches a day.

Fortunately, lash extensions do not harm your original eyelashes if done by a reliable lash technician. They are stuck onto the roots of your own lashes and not the actual eyelid and fall out according to the growth cycle of eyelashes. Though it may sound easy, and the tools are readily available online, it doesn't mean a DIY YouTube video is enough to learn how to put on your own extensions. Getting them wrong can lead to breaking your eyelashes or infections like pink eye. So, what are your options when getting them professionally done?



One size fits all?

I visited The Lash Icon, started by Xanya Koo and Peione Tan, to find out more about the types of extensions available. Located in Tanjong Pagar, their salon offers not only classic extensions, but also Russian Volume extensions, which are done with lashes as thin as 0.03mm a strand! Since clients are able to choose the curl, shape and length of the lashes, Xanya recommends different styles according to your eye shape. For example, on monolid eyes, they would be better suited to lashes with more strands to create a double eyelid effect. If you have downturned eyes, the strands on the ends of the eyes can be made longer to give a more lifted look. "For first-timers, we would usually recommend a classic set, as it's the most versatile and matches any eye shape, and lets the customer get used to the feeling of extensions.", Xanya adds.

Initially, when the trend was first picked up in Singapore, extensions were salon-exclusive procedures. But like all other trends, it soon became more accessible, with many women taking up courses on how to apply lash extensions and then starting their own home businesses from there. One such lash artist is Shantel Chew, who operates her lash salon from her flat in Jurong. The 25-year-old initially was just looking for a way to work from home to spend more time with her young child. "At first, my customers were my friends, and soon, they recommended me to others as well, so here I am today!", she tells me from the salon within her home. Shantel sees as many as five clients a day, and charges \$50-\$88 for every set of lashes.

"You can feel totally confident and awesome with it and it'll last for weeks!" says Xanya Koo.



It's more than meets the eye

For some, like Sabrina Tang, a Human Resource and Psychology student in Singapore Polytechnic, getting extensions is a luxury she doesn't mind spending on. "For a student, the price is a bit steep, but I'm also paying for an extra 20 minutes of sleep every day!" Since first getting extensions as a birthday gift in 2017, Sabrina has not gone back, citing that it suits her busy lifestyle and that her normal eyelashes look so much shorter without the extensions.

For others, it's a boost of confidence. "I used to fear leaving the house without eye makeup as I felt that my eyes were small. With extensions, I feel much more comfortable going makeup free and people even compliment my eyes. Extensions really make all the difference."



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REFLECTIONS

