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TANGS and Taff present **ǂZhuang** – Home of Singapore Designers, a retail pop-up infusing fashion, technology and art

Singapore, September 2016 – In support of Singapore’s brands and fashion designers, and to better showcase them to a broader audience, Taff (Textile and Fashion Federation Singapore) has collaborated with local retailer, TANGS, a clear choice given their legacy of supporting local talent. The resulting collaboration is **ǂZhuang – Home of Singapore Designers**, a pop up supported by the Singapore Tourism Board and Epson Singapore, bringing fashion, art and technology together to create a unique and engaging retail experience.

Multi-disciplinary artist, Daryl Goh, was commissioned to create Installation Lucid, an art installation that is a celebration of light, colour, visuals and design incorporating projection mapping. Materials chosen for the art installation embody translucency, a celebration of light, colour and clarity, but with consideration for other elements in its environment, while the projection mapping of moving images are a dynamic display symbolic of fluidity, adaptation and excellence – key conditions of production in design.

As part of the art installation, a rotating collection of outfits designed by local designers will be projected onto a mannequin showcase, and will be updated regularly. The project aims to showcase local designer brands through innovative use of high brightness and ultra-short throw technology for projection mapping, presenting a more immersive shopping experience.

“We are excited to work with TANGS and Taff to showcase projection mapping at a retail mall in Singapore. Through this partnership, we hope to showcase the various possibilities of 3D projection mapping technology and how it can be used to create an immersive and experiential experience for viewers. The collaboration is also part of our efforts to contribute towards the retail scene and support local designers in Singapore,” said Tan May Lin, General Manager (Sales), Epson Singapore.

The pop up is scheduled to launch on 16 September 2016 (Friday) and will be situated at the fourth floor of TANGS at Tang Plaza, TANGS’ Orchard Road flagship store.

As a complement to the host of Singaporean fashion brands already found on the second floor of TANGS at Tang Plaza, fashion labels selected for **☒Zhuang – Home of Singapore Designers** are new to TANGS and positioned as new discoveries for the TANGS fashion customers. Notable names for the introductory phase of the pop up include apparel brands **Frontrow by Klarra, Mash Up, Revasseur** and **Ying The Label**, along with accessories from **CN Collectiv** and handbags by **Desti Saint**.

The pop up also features a series of award-winning lifestyle brands like **Supermama, Desinere** and **Hinika by Jarrod Lim**, uniquely local collectibles from **Love SG, Now & Then, The Farm Store** and **The Little Drom Store**, and even local candlemakers **Hush Candle** and niche perfumery **Code Deco**, among others.

Throughout its seven month duration, the pop up will see regular updates in its brand mix, with new brands constantly introduced to shoppers to keep them excited and engaged, while retaining selected brands throughout, favourites of locals and tourists alike.

Said Lynette Lee, CEO of Taff, “With the support of the Singapore Tourism Board, Taff is able to showcase Singapore designers prominently on Orchard Road, at TANGS, one of Singapore’s most iconic department stores no less. Taff is proud to be on the forefront of bringing fashion and technology together, in exciting collaborations and partnerships.”

☒Zhuang – Home of Singapore Designers is located at TANGS at Tang Plaza, Level 4 from 16 September 2016 (Fri) till mid April 2017.

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ABOUT TANGS

An icon of Singapore, TANGS is a leading player in the retail industry that has its fingers constantly on the pulse of the ever-changing consumer wants and trends.

With the flagship TANGS at Tang Plaza's transformation completed, Singapore's most distinctive and beloved shopping destination raises the bar in retail, stepping up its role as a curator of a spectrum of exciting Asian as well as international brands, and redefining the shopping experience with a refreshed store concept.

TANGS is present in Singapore and Malaysia with six stores, namely, TANGS at Tang Plaza, TANGS VivoCity, TANGS 1 Utama, TANGS Empire Subang, TANGS Genting and TANGS The Shore, Melaka.

For more information, visit www.tangs.com.

ABOUT TAFF

Textile & Fashion Federation (Taff) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with government commitment, Taff is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities for the industry.

Taff further champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, Taff is able to raise the visibility of local fashion brands and businesses at home and overseas.

ABOUT EPSON SINGAPORE

Epson is the world's leader in digital imaging solutions. The company's Singapore operation is also the Regional Headquarters of Seiko Epson Corporation. The company markets and supports Epson printers, scanners, projectors, electronic devices including liquid crystal displays, semiconductors and system devices in South East and South Asia.

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters, Epson Singapore Pte Ltd., Epson Southeast Asia spans an extensive network of 10 countries, and is responsible for delivering and supporting Epson's cutting-edge consumer and business digital imaging products to the customers of these markets through its comprehensive infrastructure of over 360 service outlets, 10 Epson solution centres and 8 manufacturing facilities. <http://www.epson.com.sg>

ABOUT SINGAPORE TOURISM BOARD

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market

Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the “YourSingapore” brand. For more information, visit www.stb.gov.sg or www.yoursingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations’ Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than JPY 1 trillion.

<http://global.epson.com/>

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson’s business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>