

# SEEING RED AND BLUE

The **Little Red Dress Project** is the result of a winning partnership that raises the bar when it comes to heart disease and **fashion excellence**.

Enjoying its fifth year supporting the global Go Red for Women (GRFW) international movement started by the American Heart Association to raise awareness about cardiovascular disease, non-profit charitable organisation the Singapore Heart Foundation (SHF) will team up with MasterCard to launch The Little Red Dress Project.

The collaborative effort will see 10 budding and established South-east Asian designers (from Indonesia's Stella Rissa to Singapore's Jo Soh of Hansel, Keith Png of Hide and Seek and Nic Wong of Nicholas) exercising creativity and innovation to design a customised little red dress — the international symbol for the GRFW campaign. MasterCard card-holders can then bid for their favourite dress from 8 May to 8 June 2009, with all auction proceeds going to SHF.

Of the group of 10, five designers (*see side story*) will go on to present their collections on the Blueprint platform, an initiative by Festival organisers Mercury Communications and local fashion boutique Blackmarket to showcase emerging talents this year.



**SABRINA GOH** (above)

This Malaysia-born, Singapore-based designer's label **ELOHIM** features men and women's apparel. Like her previous collections, her Fall/Winter 09/10 collection is known for the bold use of colours, cutting and contrasting fabric textures to create unexpected details and silhouettes.

**NINA NIKICIO**

Born in Jakarta, this Indonesian designer created her eponymous label in 2006. Her collection of women's apparel is synonymous with classic cuts with high-end constructions. For WAR, she creates reversible blazers, fur coats and other surprises.

**STELLA RISSA**

Award-winning designer Stella has been recognised as one of creative reservoirs for today's most talked-about young talents. Her Cruise Collection represents her take on a holiday mood with style and she mixes linen, silk, twill cotton, Lycra, rayon, leather and unpredictable construction delightfully.



**RECKLESS ERIKA** (above)

Reckless Erika's blends classic tailoring with the avant-garde use of colours to create its Autumn/Winter 2009's collection, Brit Kid Goes to India — a mish-mash of multi-layered tailored jackets, draped tops and striking silhouettes.



**GIAN ROMANO** (above)

Filipino Gian Romano is a Central St Martin's London graduate who designs unisex apparel. His punk rock, forward-thinking Fall/Winter '09 Fettle Derelict collection is no different; expect padded silhouettes, layered folds and trademark displaced seams.



Catch **Blueprint 2009 featuring Blackmarket** on 7 May, 11pm at Tent@Orchard. Tickets at \$10 are available through [www.tdc.sg](http://www.tdc.sg).