

Alexandria Chen

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alex@alexandriachen.com

+65 97981365

Launch of Capsule Collection MINIMAL at Sarah B.

Singapore – July 12, 2016 – Alexandria Chen announced today that the new collection will be available at womens' wear multi label store, Sarah B. at ONE Raffles Place.

The new collection is a reflection of Alexandria Chen's decision to return to the fundamentals. The concept is based on the idea of a blank canvas and her desire to start from a clean slate.

Purposing to start over with no reference to the past, the collection was fluidly formed using nominal design elements of geometric shapes, colour and brush strokes, details an artist would use

The resulting look is modern, clean, minimal and sharp, highly reflective of the strong confident individuals the collection was designed for. The smart casual pieces showcase sharp angles and clean finishes, with the clever use of thick exposed elastic bands to flatter the women's silhouette, using thicker and stiffer fabrics to create a more structured look that juxtaposes with the soft drapes back details.

Mixing the neutral base colours of black, white and gray with a muted colour palette of dusty pink, powder blue and ash gray, Alexandria created the original print design to elongate the silhouette and bring out the women's natural body shape.

The collection is priced from \$159 for a top to \$219 for a dress. ###

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ABOUT ALEXANDRIA CHEN

The ALEXANDRIA CHEN aesthetic is made up of a weave of different elements, mixing vibrant colours with a muted palette, fluid drapes with sculptural forms, strength with femininity.

Every collection draws from various inspirations, placing a strong focus on the cut and construction, with a keen eye for fit for the woman.

ALEXANDRIA CHEN is a womenswear label catering wardrobe essentials for today's modern, independent women.

Based in Singapore, the label debuted in May 2012 as part of the prestigious Parco next NEXT Fashion Incubator initiative. Alexandria Chen has worked with various corporate clients and is the designer behind SilkAir's new look.

The brand vision is to provide the everyday women a wardrobe that inspires, and to empower women to be the strong 21st century individual.###