

FOR IMMEDIATE RELEASE

Introducing Plus 10

SINGAPORE, 7 September 2012 – The 20 By Two line-up expands with the introduction of Plus 10. The Plus 10 initiative will see up to 10 up and coming Singaporean designers debut their Fall 2012 and Pre-Spring 2013 collections on the 20 By Two online pop-up store (20bytwo.com).

The online pop-up store will launch mid-September and run to 31 October 2012.

Such brands include 20:twothree, Foreword, Saloni Rathor and Rêvasseur from the 2012 batch of the PARCO next NEXT incubator. For many, this will be their first opportunity to retail their collections to an international audience with shipping available worldwide.

Says Danielle Siau, FashionSpace Founder and CEO, "Since our announcement of 20 By Two in May, we have been overwhelmed by the number of emerging designers eager to participate. Given the sheer amount of talent out there, we had to figure out a way to showcase and support these young designers."

"The 20 By Two pop-up store will now kick off this September in Singapore to showcase veteran designers under 20 By Two and up to 10 young, emerging designers under the Plus 10 initiative."

FASHION BEYOND BORDERS

20 By Two – Fashion Beyond Borders is a cross-cultural fashion exchange between Singapore and Malaysia, pioneered by FashionSpace and Tongue in Chic. This inaugural collaboration will see 20 fashion brands showcase their works at twin retail events.

To offer a fashion experience that truly goes beyond borders, 20 By Two will run an online pop-up store in tandem with the two showcase events. Collections available at the showcase, as well as online-exclusive pieces, will be available for sale online and ship anywhere around the world.

This two month-long online campaign, powered by StoreViva, thus seeks to take Singaporean and Malaysian brands to international shoppers.

To receive news and updates, go to 20bytwo.com

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About FashionSpace

FashionSpace is a social publishing platform that lets you:

- Discover emerging designers and fashion trends
- Monetise your blog and social networks with Asia's First Fashion Affiliate Programme
- Create lookbooks on the World's First Social Magazine

FashionSpace brings to you the best brands from around the world under one roof. From Depression to Prada, aggregate fashion products from both independent and established brands so that you can shop from the comfort of your keyboard, tablet or iPhone. Enjoy the thrill of the hunt, finding that new fashion addition or your next shoe crush, with our thousands of retail partners and fashion curators.

For more info, visit fashionspace.com

About Tongue in Chic

Based in Kuala Lumpur, Malaysia, Tongue in Chic is a platform for fashion news, trends, talent, shopping and beauty from around the World. Founded in 2008 by Joyce Wong of Kinkybluefairy and Adrian Yap of Freeform, Tongue in Chic has grown into the definitive voice of fashion in South East Asia.

We hope to create a buzz for young fashion designers, photographers, makeup and hair artists, stylists, illustrators and talents all trying to make their mark, and provide real information to those who want to get to know South East Asia through fashion.

For more info, visit tonguechic.com