

RAOUL

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Raoul awarded Outstanding Homegrown Fashion Brand in Singapore at the Asian Couture Federation Awards Gala



Douglas Benjamin (Co-founder, Raoul) and Odile Benjamin (Creative Director, Raoul) receiving the award.

Singapore, 25 November, 2014 - Raoul was awarded the 'Outstanding Homegrown Fashion Brand in Singapore' award at the Asian Couture Federation Awards Gala. A total of 15 awards were presented to honour individuals who have made an impact on the fashion industry at the glittering awards ceremony at Marina Bay Sands on Tuesday. This award recognises a Singapore-based brand that has achieved unprecedented success both locally and internationally and has displayed continuous and rapid growth on the world stage.

Other award winners include MCM, Giuseppe (Joe) Spinelli, Bryan Yambao, Daniel Boey, Frederick Lee, Rain (Jung Ji-Hoon) and Silvia Fendi.

The award was organised by the Asian Couture Federation which was set up to support Asia-based fashion design artistry. It aims to proactively assist with the development of a more attractive landscape for talented Asian designers to grow in Asia and have their businesses headquartered in Asia for the global market.

Dr. Frank Cintamani, ACF Founding President said 'As part of its remit, the ACF has sought to recognise and promote the very best couture talent in the region. However, our goal of raising the wider awareness of the creativity and ability that exists in Asia cannot be achieved without the support and partnership of a number of individuals and businesses that also strive for excellence within their respective fields of expertise.'

'It is difficult to start a brand and keep it alive. This award is not ours alone; we work with many people and I would like to dedicate this award to all of them.' said Douglas Benjamin, co-founder of Raoul.

The ACF Awards honour these individuals by acknowledging their efforts in raising the profile of Asia's fashion industry

For more information on the awards, visit www.asiancouturefederation.com.

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About the ASIAN COUTURE FEDERATION (ACF)

Inaugurated in 2013, the Asian Couture Federation (ACF) was set up to inspire, support, and promote the highest levels of Asia-based fashion design artistry to the Asian and global markets. The ACF aims to proactively assist with the development of a more attractive landscape for such talented Asian designers to remain in Asia and have their businesses headquartered in Asia for the global market. As the world's #1 market for fashion and luxury, the ACF seeks to support such talent and promote the creativity of its best local designers, to both Asian and worldwide audiences. For more information, visit www.asiancouturefederation.com.

About the FIDÈ FASHION WEEKS

FIDÈ Fashion Weeks has been the leading force behind some of the most exclusive fashion weeks in Asia. Since 2011, they have been synonymous with ground-breaking fashion initiatives including Men's Fashion Week, Women's Fashion Week, French Couture Week, and Asian Couture Week. As such, they work closely with designers from La Chambre Syndicale de la Haute Couture, AltaRoma, Council of Fashion Designers of America and the Asian Couture Federation. FIDÈ Fashion Weeks aims to maintain its objective of presenting the very best of international fashion in Asia and the creation of a platform for gifted Asian designers to showcase their talents to the world. For more information, visit www.fidefashionweeks.com

About RAOUL

Raoul is recognised internationally for its accessible luxury offering of Men's & Women's Ready-to-Wear & Leather Goods. It is the homegrown fashion and leather goods brand from the house of F J Benjamin. The dynamic husband and wife team, Douglas and Odile Benjamin launched Raoul in Singapore in 2002 as a men's shirt label, branching out to womenswear in response to demand for affordable tailored pieces with uncompromising standards of design and quality. Raoul's tailoring origins are manifested in the collections' impeccably cut separates, with luxe fabrics and considered detail. This refined aesthetic evolves from season to season with thoughtful references and finesse, always on-trend but with a timeless elegance. Keeping to its brand promise of bringing contemporary affordable luxury to consumers, Raoul signed up Raphael Young as the brand's accessory designer. The brand has grown with standalone stores across Asia-Pacific and a flourishing international presence. Raoul is currently available in the fashion capitals of Paris, Milan, London and New York through selected retailers such as LaRinascente, Printemps Haussmann, Harrods, Saks Fifth Avenue, Neiman Marcus, Liberty London, Fenwick and KaDeWe. Raoul is also retailed online via portals such as Bloomingdales.com, Saks.com, and Neimanmarcus.com. Celebrities such as Rebecca Romijn, Jennifer Lawrence, Lea Michele, Kelly Rutherford, Pixie Lott, and royalty including The Duchess of Cambridge, Kate Middleton, have been seen wearing Raoul.

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