



BYND ARTISAN AND ONG SHUNMUGAM LAUNCH NEW COLLABORATION

See what happens when two local artists work together for the first time.

Design News, Fashion & Watches, Fashion News

Bynd Artisan, Design News, Fashion & Watches, Fashion News, local, Ong Shunmugam, Priscilla Shunmugam, Winne Chan

andmade-leather goods crafters Bynd Artisan and fashion label Ong Shunmugam celebrated the synergy of two local brands with the launch of their collaboration on Jan 29. The collaboration consists of two clutches, the Poh Sim Clutch and Shao Xia Clutch, wrapped in oriental fabrics and textiles and lined with nappa leather, representing the selling points of both brands.

POH SIM CLUTCH





Named after the mother of Ong Shunmugam's founder, Priscilla Shunmugam, the Poh Sim Clutch is available in five different styles. The clutches are characteristic by their rectangular shape and bold prints.

(SEE RELATED: Ethnic Gone Global: The Peak interviews Priscilla Shunmugam.)

SHAO XIA CLUTCH



Made with lace weaved with matching colour cloth, each piece differs with the placement of the fabric lace, giving rise to and oriental but modern look. The clutch is named after mother of Bynd Artisan's founder, Winnie Chan.

(SEE RELATED: The Ties That Bind)

BYND ARTISAN 怒



Available at:

Atelier @ Holland Village 44 Jalan Merah Saga, #01-54

Tel: 6475 1680





