

Media Alert

Preview the Finalists of Clozette Singapore's Inaugural Inter-Campus King and Queen 2012



Live photo shoot event for Clozette's Inter-Campus King and Queen 2012 at Wisma Atria Atrium

Singapore, 24 July, 2012 – Clozette, leading fashion social network for fashion discovery and preferred social shopping destination, will be unveiling the pageant finalists of its first Inter-Campus King and Queen 2012 at the official photo shoot. The live photo shoot event will be held on 4 August, from 11am to 8pm, at Wisma Atria's Atrium space.

At this inaugural edition of Clozette Singapore's Inter-Campus King and Queen 2012 official photo shoot event, 48 pageant finalists will be striking their best poses in the apparels and accessories from Wisma Atria's tenants, led by the pageant's official stylist - Jen Su, founder of local design brand SpunkPunkFunk.

Visitors at the official photo shoot event will be able witness the makeover process of the pageant finalists at the pop-up makeup studio, and pick up makeup and styling tips from the pageant's official makeup and hair sponsor, MAKE UP FOR EVER Singapore.

Sabrina Meier, Communications Manager at MAKE UP FOR EVER, said, "We are delighted to have been selected as the official make up sponsor for this Inter-campus pageant 2012 and excited to present our backstage make up in action. We are confident that Clozette.co is a great platform to engage with the youth community for deeper brand engagement and look forward to working with them on this project."

The images from the photo shoot will be hosted onto Clozette's online voting site beginning 10 August for a span of 5 weeks. Voting concludes on 12 September, where two winners will be crowned Clozette's Inter-Campus King and Queen 2012. Subsidiary titles also include Clozette's Mr and Miss Popularity.

The pageant finalists will be evaluated on their style and personality through their Clozette Collections, where they curate and share their fashion and beauty inspirations. Online voters will be able to browse through the finalists' collections and vote for items they like.

The winning Clozette's Inter-Campus King and Queen 2012 will walk away with over \$1,500 worth of prizes each, including professional makeup courses, full range of makeup products, fashion apparels, cash vouchers, the new iPad, as well as the coveted title of Clozette's first Inter-Campus King and Queen 2012. Online voters can also look forward to winning over \$3,000 worth of prizes, including Prada accessories, Wisma Atria shopping vouchers, makeover and grooming services, and skincare products.

Mr Roger Yuen, founder of Clozette, said: 'Clozette Singapore's Inter-Campus King and Queen 2012 online voting contest is an extension of Clozette's efforts to continue the positive engagement with its young and fashion-forward community. This voting contest will resonate well with local tertiary students and lend hype to the respective schools' bashes happening at around the same time.'

For more details on Clozette's Inter-Campus King and Queen 2012, please visit <http://www.clozette.co/campus2012>. A programme for the event has also been provided for your reference (see appendix).

About Clozette

Since its beta launch on January 2011, Clozette.co has grown rapidly and today reaches more than 260,000 users per month. Clozette.co is now the go-to platform for fashion and beauty brands, retailers, malls, fashion designers and artisans to engage and interact with consumers and fashion tastemakers.

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Programme – 4 August 2012 (Saturday)

Time Activities

10.00am Makeover for pageant finalists from NTU Student Union

11.00am Photo shoot for pageant finalists from NTU Student Union

1.30pm Makeover for pageant finalists from NUS Students' Business Club

3.00pm Photo shoot for pageant finalists from NUS Students' Business Club

4.00pm Makeover for pageant finalists from SMU Lee Kong Chian School of Business

6.00pm Photo shoot for pageant finalists from SMU Lee Kong Chian School of Business

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