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**SFIC launches FLAUNT e-marketplace on Lazada.sg and 99% SME**

- **E-commerce platform brings together home and living collection curated and designed by Singapore-based companies**
- **Provides consumers easy access to local and international designs on a single platform**

*Singapore, 12 October 2017* — The Singapore Furniture Industries Council (SFIC) today launches FLAUNT, a curated collection of furniture and furnishings products by Singapore-based designers and design-centric companies.

Powered by Lazada and 99% SME, FLAUNT is a virtual shop managed by SFIC to better enable Singapore-based furniture designers and brands to market their products.

A total of 13 Singapore brands and companies, including local favourites such as Commune, Scene Shang and Onlewo, will be making available their collection on FLAUNT.

SFIC's President Mark Yong, said the initiative aims to help local companies embrace digital disruption and get ahead of the curve. "E-commerce is one way to engage new markets and customers. However, competition remains fierce in the virtual space. Hence we have curated a group of design-led companies and brands to be presented on FLAUNT. As a marketplace backed by SFIC, we want to see FLAUNT grow to be the place for consumers to easily seek out trustworthy Singapore-based furniture or furnishings companies. By bringing together the collective strengths of design and furniture here, we want to be the e-commerce conduit for design-centric companies to grow and expand. In future, FLAUNT can also be an extension of our annual design event SingaPlural, where original designs created each year will have a ready platform for commercialization."

Gan Shee Wen, Chairman of the Retail Cluster Committee at SFIC, and Director of Sales & Marketing at local furniture brand Commune, added that the partners behind FLAUNT makes for a powerful e-marketplace: "We're thrilled to work with Lazada and 99% SME, who are extremely supportive of the FLAUNT shop-in-shop which is now available on both platforms. Lazada has extensive e-commerce experience while 99% SME provides small and medium enterprises with strategic marketing support. Together, FLAUNT provides a curated branding opportunity for Singapore-based design-centric companies and designers to leverage on each other's strengths to connect with consumers and gain a greater market share."

FLAUNT is the first-of-its kind virtual shop-in-shop initiated by an industry-specific trade association. It connects Singapore-based designers and furniture makers with discerning customers who have an appreciation for quality design and craft and the hands behind it. While designers and companies stand to gain greater awareness of their collection amongst consumers, the consumers also benefit from having access to greater choices when furnishing their living space.

For the first time, Studio Norm will be making available lifestyle products and furniture from their in-house label *normform* to local consumers on FLAUNT.

David Tham, Founder and Creative Director of Studio Norm, said: "Studio Norm started off providing fine, bespoke furniture and design catered for the hospitality industry. With more



consumers wanting to create the 'hotel experience' in their own homes, we are glad that FLAUNT allows us just the right platform to share our products and philosophy with fellow Singaporeans, with the potential of reaching out to overseas consumers in the future.”

Another local brand that will be participating in FLAUNT is contemporary furniture label Scene Shang. Said its founder, Pamela Ting: “As a humble local-based brand, it can be a challenge to reach out to more customers who appreciate design and craft amidst today’s retail landscape. Collaborations and partnerships become crucial for us and we hope to share our love for Asian culture and history with more people. FLAUNT provides us with a valuable resource to collectively transport the stories behind our local craft, and the products to a bigger audience by leveraging on a shared e-commerce and marketing platform.”

Shop for FLAUNT at [www. http://www.lazada.sg/flaunt-official-store](http://www.lazada.sg/flaunt-official-store) and follow our Facebook Page at <https://www.facebook.com/FlauntbySFIC> for the latest product features and updates. For the story behind FLAUNT, visit: [www.flaunt.com.sg](http://www.flaunt.com.sg)

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### **About FLAUNT**

Initiated by the Singapore Furniture Industries Council (SFIC), FLAUNT exists to connect our local designers and design-driven companies with consumers in Singapore and offshore. FLAUNT aims to share good design with the people who value quality, style and the makers themselves. It is the meeting of good design and those who seek it.

### **About Singapore Furniture Industries Council ([www.singaporefurniture.com](http://www.singaporefurniture.com))**

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings and materials suppliers. Currently, the council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam. SFIC's primary role is to promote the interests of its members and of the Singapore furniture and furnishings industry. For 36 years, SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, as well as upgrading business capabilities. Revolving around SFIC's 3i strategic framework – Improve, Innovate, and Integrate, all of the Council's programmes aim to grow the local furniture and furnishings industry and ultimately, to strengthen the 'Singapore brand' globally.

### **About Lazada ([www.lazada.sg](http://www.lazada.sg))**

Lazada is the number one online shopping & selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Lazada helps more than 100,000 local and international sellers as well as 2,500 brands serve the 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. Lazada offers an excellent customer experience through a wide network of logistics partners and its own first- and last-mile delivery arm.

### **About 99% SME ([www.99sme.sg](http://www.99sme.sg))**

Singtel, together with DBS and MediaCorp, launched the 99% SME movement in 2015 to help SMEs in Singapore digitalise and grow their businesses. The 99% SME movement also aims to rally all in Singapore to discover, engage and support SMEs, in recognition of their contribution to the Singapore's economy. In the inaugural year, the movement supported more than 1,600 SMEs by organising a four-day nationwide sales. Now in its third year, the movement has attracted more than 5,000 SMEs, including more than 300 which have ventured into e-commerce. In line with the Committee on the Future Economy's call to help SMEs adopt digital technologies, the 99% SME movement has launched the first dedicated initiative in Singapore involving private and public sectors to help SMEs grow their in-store and online businesses.

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**Fact Sheet**

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At its launch on 12 October 2017, there is a total of 13 companies under FLAUNT, comprising both designers and companies who both create and also curate products from across international and local brands. These contributed to an exciting offering for the consumers. The profiles of these 13 companies are as follow:

Brands	Profiles
<p>11H</p>  <p><a href="http://www.11h.com.sg/">http://www.11h.com.sg/</a></p>	<p>11H is a Singapore-based design studio founded by Kenny Hong. Their work ranges from furniture design to interior showroom and exhibition space, art installation and graphic work.</p> <p>Simplicity with a twist is the trademark of their work and it is always based on the principle to serve their clients' goals and challenges.</p>
<p>Benel</p>  <p><a href="http://www.benel.com.sg/">http://www.benel.com.sg/</a></p>	<p>The Benel Group has been a maker of office seating since 1988. Its products are built around what people do in the office everyday so that a productive day is nothing less than a strain-free activity.</p> <p>Benel is certified with the ISO 9001 quality management system and its office chairs have passed the stringent quality standards of the American National Standard for Office Furnishing. Benel designs, builds and assembles its own range of office seating with a distribution network spanning from Asia Pacific to Europe.</p>

<p>Commune</p>  <p><a href="http://www.thecommunelife.com/">http://www.thecommunelife.com/</a></p>	<p>Commune is a Singaporean furniture design and lifestyle company founded in 2012 by Singaporean designer Julian Koh. The company believes that our homes are where we rest our tired souls after a long day; a sanctuary where we build special memories with our loved ones. That is why it creates products and experiences that make a meaningful difference.</p>
<p>Creativeans</p>  <p><a href="https://www.creativeans.com/">https://www.creativeans.com/</a></p>	<p>Creativeans is an interdisciplinary creative consultancy. Its mission is clear; to help clients transform their businesses into enduring brands.</p> <p>Business leaders trust Creativeans to solve their strategic and creative challenges: from branding, business innovation, product design, service design, packaging design to communication design, across all industries and geographies.</p>
<p>Danovel</p>  <p><a href="http://www.danovel.com/">http://www.danovel.com/</a></p>	<p>Established since 1960s, Danovel is a manufacturer and retailer of high quality soft furnishings such as draperies, cushions, throws and handcrafted fabric sofas. Its products are customized and handcrafted to meet customer's preferences, ensuring exclusivity and a high level of fit and finish.</p> <p>Danovel also carries a wide range of imported quality fabrics such as Andrew Martin, Swaffer, Simta, Joanne Fabric, Osborne &amp; Little, Ross Fabric and Biggie Best, each with its individual characteristic to cater to the residential and commercial clients.</p>
<p>Desinere</p>  <p><a href="http://www.desinere.com.sg/">http://www.desinere.com.sg/</a></p>	<p>'The latin root of the word silence is desinere, meaning "stop".</p> <p>It is at the roots of silence that enables one to take a sensory measure of the world. Through this solace, we make new discoveries. Desinere approaches design through quiet</p>

	<p>reflection to create honest and authentic objects.</p>
<p>Ewins</p>  <p><a href="http://www.ewins-group.com/">http://www.ewins-group.com/</a></p>	<p>Ewins, established in 1967, is a specialist purveyor of furniture components and fittings, architectural hardware, and innovative surface materials. Ewins' very own flagship brands Veromobi and Casa are exported to some 20 countries worldwide.</p> <p>The newly revamped Ewins showroom features a fine selection of furniture systems and components that combine functionality with aesthetics. Headlined by Raumplus, a leading German manufacturer of sliding doors, room dividers, and wardrobe systems; and other well-designed space-saving solutions from Italy, the showcase aims to bring effortless finesse to home interiors.</p>
<p>FLIQ</p>  <p><a href="http://www.fliq.co/">http://www.fliq.co/</a></p>	<p>Fliq loves making furniture that invites you to take a closer look or that can be used in different ways. Its ambition is simple: to enhance the experience and functionality in products, and to improve lives sustainably through design.</p> <p>Fliq does not believe in design for design's sake. Its ambition reflects the origins of our name (flipping the 'p' in the word 'flip' to a 'q'): looking at new perspectives to enhance the experience and functionality in products, and to improve lives sustainably through design. It prides itself on being solutions-driven, and aesthetically inspired, to create new opportunities and help businesses innovate through design.</p>

<p>Jottergoods (Collaboration between Star Furniture and A Balcony, Jerry Low)</p> <p><b>JotterGoods</b></p> <p><a href="https://www.starliving.com.sg/collections/jottergoods">https://www.starliving.com.sg/collections/jottergoods</a></p>	<p>With a long established heritage since 1981, Star Furniture Group has a strong retail presence in Singapore, Taiwan, and Malaysia with over 43 retail showrooms under the brands - Star, Mondi Lifestyle, Zen Tradition, LUCANO, JotterGoods, DecoTalk &amp; BEDz Store.</p> <p>JotterGoods is its collaboration with Singaporean designer, Jerry Low of A Balcony. JotterGoods is very much influenced by the industrial workshop language, nostalgia, as well as utilitarian and archetype forms. The collection exemplifies a practical yet distinctively unpolished character.</p>
<p>Normform (Studionorm)</p> <p><b>normform™</b></p> <p><a href="http://studionorm.com/">http://studionorm.com/</a></p>	<p>Established in 2008 with its head office in Singapore; StudioNorm has defined itself as a design consultancy focused on the hospitality industry dedicated to create bespoke pieces of furniture, furnishings and interior architecture.</p> <p>StudioNorm also holds an in-house label named 'normform' which distributes across the hospitality industry and beyond in diverse landings.</p>
<p>SceneShang</p> <p>新 <b>SCENE</b>  <b>SHANG</b> 赏</p> <p><a href="https://shop.sceneshang.com/">https://shop.sceneshang.com/</a></p>	<p>SCENE SHANG is a contemporary furniture label based in Singapore with roots firmly planted in a rich Asian heritage. Shaped to the semblance of 1930s Shanghai in all its former Art Deco glory, we look to an era replete with blooming exuberance and unapologetic luxuries.</p>
<p>Suncoast Sitra</p> <p></p>	<p>Suncoast Sitra Pte Ltd is a subsidiary of Sitra Holdings (International) Limited, a leading distributor of high quality wood-based products and lifestyle furniture. The company specialises in the design and production of a wide range of outdoor furniture targeted for Asia, Australasia, Europe, Middle East and the North America. Suncoast Sitra's stable of brands comprises of "Pacific Kwila",</p>

<p><a href="http://www.suncoastsitra.com/pacific-kwila.html">http://www.suncoastsitra.com/pacific-kwila.html</a></p>	<p>“Pacific Cherry”, “Pacific Teak” and “Pacific Rattan”.</p>
<p>Onlewo</p>  <p><a href="https://onlewo.com/">https://onlewo.com/</a></p>	<p>ONLEWO 安乐窝 collaborates with Singapore designers to create bespoke line of home and lifestyle products to promote mindful designs and enhance the living space. Our designs are inspired by Asian roots with a focus on heritage, places and cultures in Asia and Singapore.</p>