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**Enterprise
Singapore**

MADE WITH PASSION S I N G A P O R E

**58 homegrown brands newly added to Made With Passion initiative,
bringing total number of brands to more than 150**

MR No.: 042/23

Singapore, 12 September 2023 – Singapore Tourism Board (STB) and Enterprise Singapore (EnterpriseSG) jointly announced the addition of 58 new Made With Passion brands today, with the launch of the third phase of the initiative. This brings the total number of brands bearing the Made With Passion mark to more than 150.

The growing stable of Made With Passion brands will provide opportunities for locals and tourists to discover and engage with more homegrown brands. In its earlier phases, the initiative focused on building awareness domestically. Based on a consumer survey, close to 60% of respondents are now more likely to recommend Made With Passion brands. In this third phase, besides spotlighting the stories of our passionate local entrepreneurs, Made With Passion will amplify efforts to increase awareness and demand for Singapore lifestyle brands internationally.

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Jointly led by STB and EnterpriseSG, the nationwide initiative was launched in 2020 to celebrate and support enterprising local brands, and build on Singapore's destination brand – Passion Made Possible¹.

Guo Teyi, Director, Retail and Dining, STB said: "We are proud to welcome 58 new brands to Made With Passion, a public-private initiative that aims to cultivate a deeper appreciation of the diverse range of Singapore brands among locals and tourists. It is heartening that more than half of the Made With Passion brand owners cited an increase in business opportunities and 30% saw an increase in sales. We are grateful for the trust that these brands have placed in us and will continue to work closely with all Made With Passion brands to showcase the quality products that our country has to offer, as well as continue to reinforce Singapore's appeal as a vibrant lifestyle destination."

Sarah Ler, Director for Retail and Design, EnterpriseSG said: "Made With Passion has helped Singaporeans discover more of our home-grown lifestyle offerings and learn about the stories behind these brands. Building on the momentum of the first two phases, we will focus our efforts in bringing Singapore businesses onto the global stage through various overseas activities like showcases or pop-ups under the Made With Passion initiative. We see the brand mark as a means to raise awareness and elevate the standing of Singapore brands collectively among the international audience."

New additions that bring the Singapore spirit to life

Chosen for their exceptional representation of Singapore's diverse lifestyle sector and unwavering commitment to bringing ideas to life, the 58 new Made With Passion brands were selected from over 150 applicants across four distinct categories: Beauty & Wellness, Fashion & Accessories, Home & Décor, and Packaged Food & Beverage (F&B). These brands will bear the Made With Passion mark which is a recognition of the ambition, hard work, resourcefulness and

¹ The [Passion Made Possible](#) destination brand, launched in 2017 by the Singapore Tourism Board and Singapore Economic Development Board, celebrates Singapore's unique attitude and mindset: a passion-driven, never-settling spirit of determination and innovation, that constantly pursues possibilities and reinvention.

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determination that goes behind building an enduring brand with good quality products. Whether it's a love for experimentation, a commitment to tradition, or a drive to innovation – passion is what unite these local brands.

New names to the Made With Passion slate include fine jewellery brand Simone Jewels; candle maker Hush Candles; activewear KYDRA; sustainable lifestyle label Our Barehands; artisanal shoe and leather care store Mason and Smith; collectibles design studio Mighty Jaxx; consumer electronics company PRISM+; bakery chain BreadTalk; and addictive salted egg snack brand IRVINS.

Going global

Made With Passion brands are gaining global recognition and expanding their reach overseas, thanks to various initiatives and partnerships. EnterpriseSG has featured these brands at international consumer showcases such as The Little Red Dot: Singapore Showcase at Showfields New York in 2022, and Singaporium 2023 at SM Aura Mall in Manila.

STB also organised a Singapore showcase featuring Made with Passion brands in Jakarta to reconnect with Indonesian consumers when borders reopened. In addition to being showcased at ITB Asia 2022 Singapore booth as part of STB's marketing efforts, Made With Passion brands were also featured in partnerships with regional influencers and content publishers. These collaborations highlight Singapore's authentic, meaningful and unique shopping experiences, further promoting the Made With Passion initiative.

Looking ahead, Made With Passion brands can look forward to more of such opportunities in the pipeline. This October, EnterpriseSG will be featuring a selection of Made With Passion brands at Anuga 2023, a leading European food fair held in Cologne, Germany, attracting more than 170,000 visitors from over 200 countries. STB is also working with Nykaa, India's leading e-commerce beauty and lifestyle platform, to showcase Made With Passion brands this November at Nykaaland, India's first and largest beauty and lifestyle festival.

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Moreover, selected Made With Passion brands are available at Design Orchard² and on e-commerce sites like KrisShop and Taiwanese e-commerce platform Pinkoi, where international audiences can conveniently purchase their favourite Singaporean products online.

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For more information on Made With Passion, please refer to the annex.

Annex A: 58 new brands under Made With Passion

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About Made With Passion

Jointly led by Singapore Tourism Board and Enterprise Singapore, Made With Passion is a national marketing initiative to promote consumer awareness and appreciation for our homegrown lifestyle brands across four categories – Beauty & Wellness, Fashion & Accessories, Home & Décor and Packaged Food & Beverage.

It is about celebrating the many facets of passion that go into creating the brands we enjoy today - ambition, resourcefulness, optimism and determination and so much more - and encouraging other brand owners and Singapore residents to pursue their own dreams to turn their passions into a reality for a better Singapore.

Get to know more about Made With Passion and our brands at <https://www.stb.gov.sg/content/stb/en/media-centre/media-releases.html>

² [Design Orchard](#) is an integrated retail and incubation space that aims to groom local designers in the lifestyle and fashion industries.

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About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: [STB LinkedIn](#), [STB Facebook](#) or [STB Instagram](#)

About Enterprise Singapore

Enterprise Singapore (EnterpriseSG) is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups and build trust in Singapore's products and services through quality and standards.

More: www.enterprisesg.gov.sg | Follow us: facebook.com/EnterpriseSG or www.linkedin.com/company/EnterpriseSG

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Annex A: 58 new brands under Made With Passion

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Brand Information

About the Brands

Beauty & Wellness

Fawn Labs

We believe that skincare should be simple, artisanal and organic. Fawn Labs started in 2019 with Sustainability and Naturopathy in mind by our certified formulator and founder, Hann Chia. Ingredients are bulk sourced to bring the nutrients your skin deserves, and products formulated to fill at our Singapore lab to shorten the supply chain process and reduce carbon footprint.

Our retail range encapsulates Sustainable Slow Beauty ethos of minimal packaging and made with organic ingredients, formulations are Lab-to-Skin and effective. We conduct research and development on skin, body and wellness products. Quality skincare is that simple.

Great skincare does not come at a cost to our environment. The products' packaging is mindfully designed and sourced for the purpose of collecting back for sterilisation and reuse. All packaging can be returned to our lab for us to reuse.

Our ethos of slow beauty and wellness through Guasha, luxury skincare formulations are suitable for in-person and virtual large-scale events and interactive experiences in corporate, MICE and private events.

APAC Insider has awarded us Best Sustainable Beauty and Wellness Brand Singapore 2021 and 2022.

Glowfully

Glowfully, a brand steeped in passion and purpose, was born from a deeply personal journey. Our Founder, Charlene, drew inspiration from her mother's courageous battle with breast cancer to create skincare solutions tailored to the unique needs of individuals living in humid climates, like Singapore. We believe in the power of clean beauty, formulating products without harmful ingredients like Parabens, Phthalates, Sulfates, and Formaldehyde. But what truly sets us apart is our commitment to crafting lightweight, refreshing textures that redefine the skincare experience.

At Glowfully, we blend science and nature to craft transformative skincare experiences. Our range, now 16 products strong, is celebrated by customers, influencers, and the media alike. We've also made a successful foray into international markets, including Thailand, where we've been embraced by the community.

Discover the passion and purpose that make Glowfully more than skincare—it's a movement toward healthy, radiant living with a touch of lightweight, refreshing luxury.

Handmade Heroes

Handmade Heroes is a Singapore founded skincare brand on a mission to redefine beauty through authenticity and sustainability. Co-founded by Lynsey Lim, the brand is committed to crafting high-quality, natural, and effective skincare products.

What sets Handmade Heroes apart is its dedication to clean beauty. The brand formulates products free from synthetic fragrances and harmful chemicals, making them suitable for even the most sensitive skin types. Each product undergoes rigorous research and clinical testing to ensure efficacy and safety.

Handmade Heroes is more than just skincare; it's a celebration of individuality and empowerment. The brand features and spotlights everyday heroes, inspiring confidence and self-love from within. Sustainability is at the heart of their ethos, with initiatives to reduce their carbon and plastic footprint.

From best-selling lip scrubs and dry shampoos used by Hollywood celebrities, Handmade Heroes is making waves in the beauty industry with its ethical, transparent, and authentic approach. With a commitment to empowering individuals and promoting self-care, Handmade Heroes is truly redefining beauty for the modern world. Handmade Heroes products are PETA certified cruelty free vegan, halal certified and carbon neutral.

Hush Candles

Hush Candle is a Singapore based home fragrance company that focuses on creating accessible aromatherapy products that are hand crafted with the best possible raw ingredients. We strive to make aromatherapy accessible to all with simple, fuss-free and thoughtful products that are perfect for everyday use. From humble beginnings in 2015, when Hush Candle was launched as a passion project by two friends with an initial capital of \$500; Hush Candle now operates a successful production and retail business, specialising in a wide range of home fragrance products.

Maison 21G

Step into the exquisite world of bespoke perfumery with Maison 21G. Our Parisian House is on a mission to help you craft your unique signature fragrance. With a treasure trove of Haute Couture natural essences at your fingertips, we invite you to discover the power of scent.

At Maison 21G, we give you the opportunity to customize your own fragrance under the guidance of our expert perfume designers, you will get to embark on a journey to craft your own signature perfume. We empower you to curate a fragrance that mirrors your individuality and essence. Our brand also embodies artistry and quality as each scent we create is a fusion of traditional craftsmanship and contemporary innovation, using the finest natural ingredients sourced sustainably from around the globe.

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OMNO

Born and raised in Singapore, Island Luxury, Green Legacy, Personal Care With Purpose. Omno uses clean ingredients that are reserved for the face on the body. We are founded on the principle that daily essentials should actively enhance your wellbeing and bolster your health. We delve deep into ingredient research, ensuring that we utilize only the purest, most potent, and top-tier ingredients that truly benefit your body. Our journey began with body care, rooted in the belief that these essentials should take precedence, not be sidelined. For us, personal care transcends the individual—it's a commitment to oneself and a promise to our planet. Omno maintains complete oversight of our supply chain, guaranteeing that each phase of our product creation adheres to the pinnacle of industry standards. But we don't just stop there. We go the extra mile to ensure that every ingredient we incorporate is ethically sourced and genuinely represented, even as we gather them from diverse global regions. By crafting our products within the same locality, we also minimize our carbon footprint, reinforcing our commitment to both quality and sustainability.

Sage & Ylang

Sage and Ylang (SAY) Redefining Beauty is a skincare brand that was founded in 2019 by Irene Chong, a former registered nurse, professional skincare formulator, and mother of five. Inspired by her daughters' sensitive skin, Irene set out to create safe and effective skincare that would address a variety of skin conditions. Their signature Biomecare Series is Asia's first certified microbiome-friendly skincare line. This means that the products are designed to support the natural balance of bacteria on the skin, which is essential for healthy skin. This makes them gentle enough for the most sensitive skin, while still being effective at treating acne, eczema, rosacea, and other common skin problems.

In addition to being safe and effective, SAY's products are also sustainable. The brand is committed to using eco-friendly packaging and ingredients, and it is a proud member of the Packaging Partnership Programme (Singapore) and a front-runner in proactive chemical management, 2021 Chemical Footprint Project Survey.

If you're looking for skincare that is both effective for your skin and good for the planet, then Sage and Ylang Redefining Beauty is the brand for you. Experience transformation and authenticity with Sage and Ylang. Redefine beauty, one radiant complexion at a time.

Home & Décor

Chokmah

Chokmah is a modern and sustainable lifestyle brand designed and handcrafted in Singapore.

Started in 2020, Chokmah has gained a strong following for our artistic homeware products which includes coasters, pots and trays. All our products are intentionally made with the environment in mind through our No-Waste Production Process which re-uses remains from our productions and workshop as well as minimal machinery usage and contributes to tree planting initiatives to reduce our carbon footprint.

Chokmah believes in connecting communities through creativity. Through our popular homeware making workshop, we have been able to share our sustainable process as well as the passion for crafting to the local community as well as international tourist through STB's SingapoRewards program, where we are regarded as one of Singapore's hidden gems.

Excel Hardware

Excel Hardware is a local hardware & home furnishing brand founded in 1998 by Mr. Kevin Choa. It was a shared dream with his son, Kaden Choa, to create a platform for interior designers and homeowners to purchase and own hardware products that are safe, durable, and sustainable.

Excel Hardware prides itself by focusing on the customer's journey throughout purchases. From general enquiries to after-sales services, Excel Hardware has a dedicated team ready to provide personalized support and assistance for all customers. In addition, all Excel Hardware products have complimentary life-time warranty for Excel Preferred Partners (EPP) and undergo rigorous safety & durability tests before being sold, ensuring that all products are held to the highest industry standards.

Finally, Excel Hardware believes that sustainability is the key to long-term success. In support of Singapore's focus on sustainable development, Excel Hardware has converted to a 90% e-commerce business, reducing the need to print more than half of its traditional materials.

Excel Hardware's mission is to become the #1 Singapore legacy for safety cabinet hinges, and Excel Hardware's vision is to be the vital link to connect people, businesses, and communities, inspiring and empowering the highest industry standards for a sustainable future.

Mighty Jaxx

The Mighty Jaxx Group is a collection of brands and companies that bridges future culture via an integrated platform that curates and produces unique in-person experiences, and develops digital and phygital collectibles for every fandom and audience.

With a mission to supercharge future culture globally, we work collaboratively with some of the world's most iconic brands like Netflix, Disney, Formula 1, Hasbro and Toei Animation, to create unique experiences and deliver happiness for a diverse and global fanbase of collectors in over 90 countries – through our live in-person events, digital and phygital collectibles, innovative technologies, merchandise, and more.

Photo Phactory

Photo Phactory is dedicated to rejuvenating Singapore's historical treasures, breathing new life into the overlooked marvels of the past. Our objective revolves around crafting exquisite and lively lifestyle items and merchandise, drawing inspiration from the captivating Peranakan history and the rich tapestry of cultures that define our island. Embracing a

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distinctly Singaporean aesthetic, our creations seamlessly weave in elements reminiscent of traditional shophouses and intricately crafted Peranakan tiles.

Our mission entails fashioning genuine and indelible lifestyle merchandise that pays homage to the allure of timeless Southeast Asian design. Our extensive range encompasses everything from elegant skirts to functional serving trays, from charming coasters to stylish clutches, all available in a plethora of styles suited for every occasion.

Renowned for their top-notch quality, our offerings not only celebrate the cultural heritage of our nation but also transport you on a nostalgic journey through the annals of our island's history, culminating in the forging of unforgettable memories.

PRISM+

PRISM+ is a Singapore-based direct-to-consumer (D2C) electronics brand offering a wide range of consumer electronics and smart home appliances. A household name to homeowners around the island nation, its smart TVs and high-performance desktop monitors have become synonymous with the term 'premium value'.

Founded in 2017, the brand aims to make premium technologies available to the masses – and since its launch, have continued to expand its range of products to include home appliances such as smart air conditioning systems, smart ceiling fans and home audio systems. With its consumer-centric approach, quality products and affordable pricing, the brand's popularity continues to grow even beyond local borders, with presence now in Australia, the Philippines and Malaysia.

Qua

Established in 2002, Qua was born from the desire to breathe meaning into gifting, with the use of meticulous artistry to craft distinctive lacquerware that lasts generations. Characterised by its distinctive rich lustre and enduring shine, the pieces are handmade and laboriously polished by our artisans. All collections can be fully customised into corporate gifts, ranging from logo, design, size, to private labels. Proudly Singaporean, we seek out various local artists and companies for collaborations. Since 2011, Qua has been working with artists with special needs, immortalising their fascinating worldview that makes for amazing art pieces into lacquer gift items – thereby creating a revenue stream for them to earn royalties from the sale of the merchandise.

Fashion & Accessories

ANS.EIN

ANS.EIN is a fashion brand that merges art and fashion, offering products infused with artistic inspiration. Our patterns are created by passionate artists, capturing the bold and confident brushstrokes of adults, as well as the playful and whimsical sweeps of children. With each design, we aim to showcase the beauty of artistry.

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In addition to our captivating patterns, we prioritize inclusivity by designing models that cater to all body shapes. Our garments can be worn in multiple ways, allowing our customers to express their personal style.

At ANS.EIN, we embrace the rich tradition of batik fabric, a wearable art form originating from Southeast Asia. By incorporating batik into modern fashion, we strive to preserve and promote this cultural heritage to a global audience.

We are committed to ethical and sustainable production. Our ultimate goal is to ensure that art is enjoyed in various forms and to provide unwavering support to artists in creating their own wearable art pieces. We strongly believe in the power of art to inspire, uplift, and enrich people's lives.

Binary Style

Binary Style is a lifestyle brand specialising in conversational prints, founded in 2015 by twin sisters designers, Santhi and Sari Tunas who are trained architects and huge nature lovers. Their print designs creatively depict heritage districts, nature, cultural diversity and local anecdotes, in their signature bold colours. Binary Style's range of apparel and homewares are much loved by locals and visitors alike who appreciate eye-catching and meaningful designs.

The brand has passionately created 200 over designs that feature Singapore's heritage districts, history, culture and nature, which could be collated to present Singapore's developmental stories.

By Invite Only

Founded in 2009, By Invite Only is a jewellery brand dedicated to creating jewellery that speaks your heart. The brand's pieces are carefully crafted with intention, serving as intangible symbols of the connections that matter most to you. Whether it's celebrating milestones or expressing emotions, our jewellery becomes a cherished part of your journey, connecting you to your loved ones and the moments that make life truly special. All pieces are made safe for sensitive skin by ethical suppliers certified by BSCI or are part of the Responsible Jewellery Council. The brand is also committed to sustainability with the mission of creating pieces that won't cost the earth.

Curious Creatures

Founded in 2011, Curious Creatures design demi-fine and fine jewelry for everyday and every occasion. All pieces are designed and handcrafted with our customers in mind – inspired by the raw nature of gemstones, travels, nature, and the very community that wears them. We partner with factories and jewelers who are committed to their craft, practices and materials, and only produce in small batches to maintain quality over quantity.

We popularized the concept of permanent jewelry in Singapore and have zapped over 3,000 hands and ankles since first launching the service in late 2022.

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DMK

At DMK, we're a team leading a fashion footwear revolution, guided by empathy in every step. Our journey began in 2000, sparked by frustration with the style vs. comfort dilemma, magnified by our co-founder Wendy's wide feet.

Our mission since then was to design thoughtful products that blend style and comfort—a love story uniting fashion and well-being. We challenge industry norms, test collections on real women and revolutionized fashion footwear design while riding the tide of fashion trends.

Our larger purpose is to empower communities to journey with courage beyond fashion. Since 2020, we raised funds for domestic violence victims, supported breast cancer warriors, raised LGBTQIA+ awareness, empowered underprivileged women's employment, and shattered mental health stigmas. Our impact transcends fashion, sparking positive change within the community.

We believe that surpassing the bottom line fuels meaningful change, and seek to ultimately inspire the community to radiate confidence and well-being through and beyond the realm of fashion.

Fine by Tsu Yinn

Local jewellery brand, Tsu Yinn, was established in 2019 and aptly named after its founder and creative director, Lim Tsu Yinn. What started as a home-based hobby selling jewellery personally designed and handmade by its founder, Tsu Yinn now operates out of a studio in Balmoral Plaza where Tsu Yinn gets a chance to personally interact with customers in a classy yet cosy setting. The studio also serves to showcase some of Tsu Yinn's creations under both her trademark "Handmade by Tsu Yinn" range, as well as the "FINE by Tsu Yinn" line, where Tsu Yinn works with local craftsmen dealing primarily with precious and semi-precious gemstones and pearls set in 18k gold to make her creations come to life. Besides the ready-to-wear pieces which have already been designed and crafted, Tsu Yinn offers customers a personalised experience through its bespoke services, where Tsu Yinn works with each customer to come up with pieces perfectly catered for him/her in accordance with his/her tastes and personal preferences. She believes the bespoke project comprises not just of the beautiful end product but the whole journey of design and collaboration.

Finix Wear

Finix is a contemporary athflow fashion label from Singapore that combines the comfort and functionality of (ath)leisure with the versatility and (flow) of everyday wear. This fusion creates a fresh hybrid style that blends elements of activewear, streetwear and loungewear, offering the modern-day cosmopolitan a truly transitional line that can effortlessly take them from everyday to their next holiday.

Launched in 2019, Finix embraces a gender-fluid style with a fresh [Southeast] Asian perspective on modern athleisure. With a focus on comfort, quality and fluidity, Finix apparels are made with the most premium, softest and weather-friendly fabrics. The brand

is committed to sustainability through our careful selection and use of eco-friendly fabrics and production processes.

Foundation Jewellers

Foundation Jewellers is a celebration of Singapore's rich cultural tapestry. As the second-generation co-owner, Thomis Kwan has transformed the brand into a beacon of Peranakan heritage, an integral part of Singapore's multicultural identity. Each jewellery piece is a work of art that encapsulates intricate designs and vibrant motifs, a legacy from the original Peranakan craftsmen of yesteryears, making it distinctly Singaporean. Thomis Kwan's dedication to this intricate art form has led to a harmonious blend of traditional Peranakan motifs with contemporary design elements. This unique fusion has garnered international acclaim, with its masterpieces adorning global figures, including Queen Elizabeth II. Foundation Jewellers aspires to share a piece of Singapore's diverse heritage with the world, one exquisite creation at a time.

Goldheart

The Goldheart world is infused with joy, creativity and meaningful connections. Where a woman feels emboldened, and her bright personality shines forth. Offering fine jewellery for the woman who is passionate about life, and embraces all the joy and richness it brings, Goldheart celebrates women, independence and individuality.

A destination for all your jewellery needs – it presents an exquisite array of jewellery for daily wear, engagement rings, wedding bands, contemporary 916 gold designs from Europe, as well as 999 Gold jewellery and gift selection.

As the exclusive distributor of Celestial® diamond, Goldheart also flaunts the world's first 73-facet starburst diamond that scintillates with the supreme luminosity of the brightest star. Honouring its rich heritage in love and romance, the exclusive concept of Pure Blue was introduced, where a blue sapphire is embedded within each romantic jewellery, marking the purity and fidelity of true love.

One of the largest fine jewellery chains in Singapore, with 19 island-wide boutiques at major shopping malls and Changi Airport Terminal 3, the beautiful Goldheart selection is available on their e-boutique (shop.goldheart.com) as well as marketplaces including Shopee and Lazada.

J&CO

J&Co Jewellery is an international brand based in Singapore that adds value to consumers through exceptional product quality and unmatched comfort.

Contrary to the common belief that jewelry requires steep costs, our competitive pricing challenges this notion. Our products blend on-trend and timeless styles, empowering customers to express their individuality confidently. Ethical sourcing and meticulous craftsmanship define our products, ensuring they meet the highest standards. Distinguished by earrings like the signature Open Huggie design and Piercing range, our selection stands as a testament to our uniqueness.

Founded from a passion for handmade jewelry, J&Co Jewellery emerged to bridge the gap of accessibility in the market. Our vision is to transform high-quality, luxury jewelry into symbols of self-love and personal freedom, making each piece an embodiment of uniqueness.

KYDRA

Kydra is a premier activewear brand founded on the pillars of functionality, comfort, and simplicity. Known for effortlessly merging high-performance materials with sleek, minimalist design, Kydra aims to elevate the active lifestyle of individuals always on the go. Offering a diverse range of products from gym wear to casual apparel, the brand stands as a one-stop destination for those seeking a seamless transition between different aspects of daily life.

At the heart of Kydra's philosophy is the idea that activewear should not just support but empower your personal and professional journeys — This belief shines through in each garment, each designed and meticulously crafted with the wearer's experience in mind. Every Kydra product undergoes rigorous testing to ensure it meets the highest standards of quality, fit, and function.

With a relentless focus on customer satisfaction and quality, Kydra has attracted a devoted following of both style-conscious fitness enthusiasts and busy professionals alike. The brand's commitment to transparency and excellence has made it a trendsetter in the modern activewear arena. As it continues to expand its global footprint, Kydra remains dedicated to shaping the future of active living.

Lee Hwa Jewellery

Founded in 1970, Lee Hwa Jewellery is one of Asia's leading contemporary fine jewellers in Singapore. Lee Hwa Jewellery introduced the world's first 19k solid Purple Gold in 2000. It was also the first to popularize white gold - establishing it firmly as a lifestyle accessory for the fashion-savvy modern woman.

Lee Hwa Jewellery is the official distributor of Destinée diamond in APAC and the exclusive distributor of world-renowned international brands such as De Beers Forevermark, Niessing, Fabergé and Stenzhorn.

Embracing innovation and creativity, Supernova - a range of lab-grown diamonds, adorned with Triple Excellent Certification from GIA was launched in Fall 2022.

Perfected with fine Italian craftsmanship, ITALGOLD - a new extensive collection of 916 Gold, exploring the harmony of modern and artisanal designs that amplifies the jewellery's unique beauty. Discover coveted designs to make a resplendent statement.

Lee Hwa Jewellery continues to lead in design and craftsmanship with 8 boutiques in major shopping malls, online boutique shop.leehwajewellery.com, as well as on LazMall and ShopeeMall.

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Mason and Smith

Mason and Smith provides quality shoe repair, shoe shine service and also retails a curated selection of fine dress shoes and leather care accessories from all over the world. Mason and Smith works with a comprehensive portfolio of artisans to represent their works and also plays hosts for trunk shows and collaborations across the globe.

Elevating the art of shoe shining and shoe repair has always been at the heart of Mason and Smith. Apart from keeping the old craft alive, Mason and Smith has also revolutionized the typical relationship between the shoe repair store and the clients, combining modern technology, innovative footwear solutions and social media to take the shoe experience to the next level.

Having spent years cultivating and perfecting the art of shoe shining, John has created a brand with deep expertise on caring for shoes and other leather goods for both men and women. Nestled in the heart of Central Business District, the flagship store at Ann Siang Hill has now become the go to store for every shoe lover in and out of Singapore. The store has also expanded to encompass the retail of a small selection of men's apparel, fragrances and incense, leather belts and wallets.

Monocle

Monocle is a Singapore eyewear brand featuring glasses and sunglasses made using premium designer-quality materials. Drawing inspiration from local arts and culture, Monocle offers a diverse range of gorgeous frames in vibrant colour-ways like Ginger Ale, Space Oddity and Barn Burning.

Each acetate frame is cut from a sheet of Italian cellulose acetate and embedded with metal temple strips, ensuring uniqueness and durability. At the heart of Monocle's mission is their commitment to making designer-quality frames accessible to all through their direct-to-consumer approach.

Step into the Monocle experience at their flagship shophouse store on Keong Saik, where complimentary eye tests, free beverages while you browse, and expert style advice await — all as part of their exceptional customer service. Meet Monocle, where impeccable craftsmanship meets affordability and personalised care.

Our Barehands

Our Barehands is a collaborative fashion & lifestyle community with a mission to build strong, sustainable communities around the world. By working alongside artisans in Singapore and across the globe, we create quality everyday wear that are both thoughtfully designed and carefully crafted. In a bid to curb overproduction and wastage, our Made-to-Order range of men's and women's wear seeks to foster a positive impact on both the environment and the lives of our creators. Each piece at Barehands is a statement with a story to tell, and every purchase makes you a part of our mission.

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Pearly Lustre

At Pearly Lustre, we redefine elegance when the allure of pearls converges with the beauty of life itself. Hailing from the heart of Singapore, we're proud to be your premier destination for exquisite pearl jewelry.

Our curated collection boasts an exquisite array of pearl varieties, including the renowned Akoya Pearls, the exotic Tahitian Pearls, the lustrous South Sea Golden Pearls, and the delicate Freshwater Pearls, ranging in size from dainty 2mm gems to stunning 15mm pearls, embody the essence of luxury.

We take pride in offering personalized customization services, tailoring each piece to meet the unique desires of our cherished customers. Our commitment to excellence extends to sourcing the finest pearls from the most recent harvests, ensuring you receive nothing but the best.

From the Runways to Your Wardrobe: Our Designer Unveils the Latest fashion trends and designs to the forefront of our retail.

Our mission is simple yet profound: infuse pearl fashion seamlessly into your everyday life, bringing unbridled joy to you and your loved ones. Elevate your elegance with Pearly Lustre – where every pearl is a testament to life's natural beauty.

Simone Jewels

Established in 2006 by gemmologist Simone Ng, she combined her passion for design, gemstones, history and self-expression to start Simone Jewels. Known for its one-in-the-world high jewellery and distinctive gender-neutral fine jewellery designs, Simone Jewels works with specialised artisans worldwide to create storied gems of timeless, wearable art that celebrate individualism. Simone Jewels achieved 8-time Top 10 Jewellery Designers in Singapore status, made history as the first Singaporean jeweller in Harrods London and had their work auctioned by Sotheby's Asia. They've carved out a name on the global stage, dressing Hollywood celebrities like Rihanna and Taylor Swift.

Talking Toes

Talking Toes is on a mission to ignite positive change in people and our planet through the humble sock. Every pair of Talking Toes socks, from the hand-drawn patterns to the inspirational quotes at the toes, carries an important message about mindfulness, self-love, and positive social impact. In line with our mission, 10% of gross profits from every pair of socks supports a non-profit partner to create positive social and environmental change. Sustainably made with organic combed cotton.

The Elly Store

Founded in 2010, elly is a Singaporean children's clothing label that combines aesthetics, comfort, and practicality. elly's vision encompasses becoming a comprehensive one-stop shop for all things related to children. The brand is renowned for its in-house-created prints, which adorn a wide array of products including clothing, blankets, pillows, swimwear,

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innerwear and sleepwear. These unique prints, combined with distinctive clothing styles and fabrics, ensure that children can experience comfort throughout their daily activities, whether indoors or outdoors.

It aspires to provide easy access to an extensive range of products, from clothing, and shoes, to toys and gifts. With a mission focused on designing products that children will naturally love, it prioritises comfort in its designs, allowing kids to fully engage in their passions and is dedicated to delivering enduring quality that stands the test of time.

YeoMama Batik

YeoMama Batik is a batik apparel and lifestyle brand introducing an effortlessly fun, colourful, and refreshing take on the traditional batik art form.

Thoughtfully designed in Singapore, our pieces draw inspiration from the everyday lives of people like you and me, because we believe that everyone deserves to look and feel good regardless of age and body shape.

All YeoMama Batik pieces are sourced in Indonesia and authentically handmade, empowering the batik craft and community of artisans.

Packaged Food & Beverage

Aroma Truffle

Aroma Truffle stands as the epitome of culinary luxury, a testament to nature's most coveted secret. Rooted deeply in the rich tapestries of the earth, our truffles emerge as nature's gift, a fragrant whisper of gastronomic delight. Each truffle embodies a journey, from its humble beginnings beneath the soil to the gourmet plates of discerning diners around the world. At Aroma Truffle, we harness this essence, ensuring every product captures the soul and spirit of its origin. Our dedication is unwavering, our passion palpable. We don't just deliver truffles; we curate experiences, bringing forth a symphony of flavors that resonate with the harmonious rhythm of nature. Dive into the Aroma Truffle experience and savor the exquisite treasure that is the truffle, an indulgence that goes beyond taste, touching the very core of luxury and refinement.

Bettr

BETTR, Southeast Asia's first certified B Corporation and the leading impact-driven coffee brand in Singapore, has dedicated over a decade to using business as a force for good. Committed to fostering positive environmental and social change, every cup and class furthers their mission of 'Bettr-ing' the world.

Through Bettr, they've created opportunities for communities across their value chain to thrive in a safe and inclusive way.

BETTR ACADEMY offers professional beverage education and holistic programmes, providing anyone and everyone the skills they need to grow and thrive.

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BETTR COFFEE supplies specialty coffee products and for retail and wholesale, along with large-scale event services for companies.

In an imperfect world, Bettr thrives in its commitment to daily eco-conscious practices and unwavering support for marginalised communities, striving to make our world 100% Bettr through our collective choices.

BOBO

BoBo isn't just a food brand; it's your trusted source of quality, taste, and convenience. Our wide product range caters to diverse tastes and dietary preferences while upholding the highest standards of quality and safety. We're passionate about enriching lives through delicious and trustworthy offerings. Good food is the heart of a good life, and we're here to make every meal wholesome and enjoyable.

Breadtalk

BreadTalk is a distinctive, award-winning Singapore brand that has gained international appeal for its signature Flosss. With the belief that every bun has a life of its own and a story to tell, BreadTalk is renowned for the way it has revolutionised the culture of bread consumption with creativity and innovation.

BreadTalk has earned both industry and consumer recognition for its brand efforts. Its international brand accolades include its success at the prestigious World Retail Awards 2014 in Paris; and World Branding Awards for "Brand of the Year" in the Bakery Category in 2014, 2016, 2017, 2018, 2021 & 2022.

Other wins include consecutive accolades in the "Five Star Diamond Brand Award" by the World Brand Laboratory in Shanghai and "Top Brand" by the Influential Brands Awards in Singapore from 2013 to 2015 & 2022.

Chee Seng Oil

Established in 1943, Chee Seng Oil Factory Pte Ltd has a rich history rooted in the pursuit of excellence. Founded during a time of scarcity, Mr. Lim Tai Tin embarked on a journey that would transform the culinary landscape. In 1956, the company transitioned to producing Premium Pure Roasted Sesame Oil, setting a new standard for quality and flavours preservation.

Pioneering the use of advanced machinery in Singapore's sesame oil production, Chee Seng's commitment to product aroma and purity has remained unwavering. Passed down through generations, the company, now under the stewardship of Mr. Lim's grandchildren, has evolved into a global market leader. Its Premium Pure Roasted Sesame Oil has garnered international acclaim, earning Gold Medals from the prestigious International Monde Selection for exceptional product quality and packaging design.

Inspired by the founder's legacy of entrepreneurship and innovation, Chee Seng is dedicated to advancing high-quality sesame-based products and expanding its global footprint. In 2023, the company marked a new chapter by relocating to a state-of-the-art

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manufacturing facility, equipped with cutting-edge technology to enhance oil quality, capacity, productivity, and energy efficiency.

Chee Seng is actively pursuing FSSC 22000 Certification by 2024 in its new manufacturing environment, reaffirming its commitment to food safety and quality.

Compendium Spirits

Compendium Spirits is a pioneering local distillery with a deep Southeast Asian connection. With a full-fledged production facility based in Singapore, it is one of the few distillers around that produces everything from scratch, including eschewing neutral grain spirit (NGS) in favour of its own alcohol fermented from regional raw ingredients such as rice, gula melaka, molasses, and honey. With 15 products now in its core range, highlights include the Rojak Gin that's infused with aromatic torch ginger flowers, and the Hom Mali Rice Whiskey that's the first single grain whiskey fully made and aged in Singapore.

Dan's Bites

Established in 2019 as a homegrown snack brand, we are the 1st local brand to launch a brownie-cookie fusion gourmet snack. Our range of Brownie Crisp not only comprises classic flavours such as Dark Choc, White Choc but also includes innovative localised flavours such as Milk Tea, Onde-Onde etc, traditional flavours loved by many Singaporeans and are iconic representations of our local food culture and heritage.

At Dan's Bites, every crisp is handcrafted to perfection. Convenient and handy, our unique Brownie concept comes in a delightful cookie form as they are bite-sized, and air-tight in a resealable pack. This leaves our customers with no messy brownie bits, saving them the hassles of cleaning up after consumption. Furthermore, with a long shelf life, this snack can be enjoyed anytime and anywhere.

Our passion is simple: to create the most unique gourmet snack to let all Singaporeans enjoy this fusion gourmet snack, anytime they crave for a sweet treat as well as to spread and share the Taste of Singapore globally.

Denzy Gelato

Denzy Gelato started out with humble origins in the heartlands of Bishan in 2019, with hopes to bring some fun and adventure into the daily hustle and bustle of Singapore. We have since grown strength to strength over the years, winning allocates such as Singapore's Gelato Champion and Heartland Innovation Challenges. Through our dedication to our craft, Denzy's products are now served in over a hundred retail establishments across our sunny island. We at Denzy Gelato believe that creativity is limitless and constantly seek new ways to bring delightful treats to the masses, one bright spark at a time.

DODO

Founded in 1976, Thong Siew Food Global (TSG) has since evolved from a family-run backyard operation to become a leading manufacturer, distributor and retailer of surimi-based seafood products in Singapore. Our state-of-the-art 150,000 sq ft factory processes well over 30,000 kg of fish meat daily for both local and international markets across 30

countries. These include Fish Balls, Prawn Balls, Cuttle Fish Balls, Mini Chikuwa, Assorted Fish Cakes, Crab Flavoured Sticks, Breaded Fish Nuggets and more.

Fragrance Foodstuff

Inspired by the fervour and optimism of the newly independent Singapore, Madam Ong set up her first bak kwa stall in 1969. Through hard work, she developed winning formula, and the heavenly scent of her barbecued meat attracted Singaporeans from all walks of life to share in this tradition. The brand was named in Chinese, meaning "Fragrance", after the natural aroma of the barbecued meat.

Madam Ong's descendants, the Tan family, has continued championing the indomitable spirit of a post-independent Singapore with their irresistible barbecued selections as well as traditional Singaporean snacks. It is every Singaporean's pride in our gastronomic traditions that has driven Fragrance forward to become one of the region's fastest growing chains and leaders in barbecued meats.

Our products are manufactured in Singapore based on time-honoured recipes, using only the highest quality of ingredients to ensure our products maintain their consistency and conform to the highest of hygiene standards.

HarriAnns Nonya Table

HarriAnns Nonya Table is a homegrown family-run Peranakan food business with origins dating back to 1950.

Through the decades, amidst the painstaking evolution of our brand from a once humble wooden push-cart ploughed in the Tiong Bahru area till the mini-chain of Peranakan-themed cafes and kiosks dotting our sunny island today, HarriAnns still insists on hand-crafting our food from scratch using heirloom family recipes passed down for 3 generations.

The HarriAnns Nonya Kueh is still lovingly handmade till this very day, vibrantly-coloured and infused with unique premium ingredients – a perfect representation of the harmonious marriage of Tradition with a tinge of Modernity. Each Kueh and pastry is an edible piece of Art and Singapore's true National Treasure. Our wide repertoire of savoury Peranakan dishes all meticulously cooked from scratch, as well as Ready-to Eat/ Cook family meals to provide comfort food for one and all.

As the leading provider of authentic Peranakan heritage food in Singapore, HarriAnns' wide array of savoury and sweet delicacies is enjoyed by the young and old, local and foreign friends alike. Every delightful bite tells a poignant story of our Peranakan past and present and our unique tagline – Happiness is Handmade- resonates very distinctly throughout.

Home's Favourite

Crafted with Love Since 1997. Every bite you taste is a testament to love and a cherished tradition. Home's Favourite began in 1997 out of a desire to immortalize the essence of mum's exquisite baking and to present her delectable handmade pastries and cookies to the world.

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Since our inception, our distinct range of flavours has captured the hearts of many. While our reputation has flourished over the years, our time-tested method of crafting these delicacies remains unchanged. The spirit of our team aligns with our origin story: to consistently craft bakes that evoke feelings of warmth and joy. This commitment to excellence ensures that our customers are always excited to return for more.

A Pioneer in Durian Delights: Singapore's First 100% Durian Snow-Skin Mooncake. In 2001, Home's Favourite introduced Singapore to its very first 100% durian snow-skin mooncake. This seasonal delight, beloved for over two decades, boasts of 100% pure durian indulgence. With the years, we've innovated, adding a rich array of durian-inspired and contemporary flavours to our lineup. Employing High-Pressure Processing (HPP) - the pinnacle of food preservation - ensures that every mooncake retains the authentic, rich taste of durian, echoing the premium quality that our customers cherish.

IRVINS

Back in 2008, Irvin Gunawan opened Irvin's Seafood Restaurant in River Valley Singapore. What started as a popular seafood restaurant, IRVINS is now an instantly recognisable and well-loved local snack brand that has established itself as a must-buy for locals & visitors alike. Available in over 15 markets around the globe, IRVINS sources, procures and manufactures products locally in Singapore, proudly establishing as a Made in Singapore brand. Crafted from the world's best ingredients and formulated to deliver the world's most Dangerously Addictive™ flavours, IRVINS constantly strives to create innovative mouthwatering delicacies for snack lovers around the world.

Killiney

Founded in 1919, Killiney is Singapore's oldest Hainanese coffeeshop. Since its humble beginnings at 67 Killiney Road, the heritage brand has expanded both locally and internationally over the years. Today, the Killiney Group has over 40 outlets worldwide.

Traditionally famous for serving the quintessential Singapore breakfast through its Nanyang-style coffee/tea, half boiled eggs and kaya toast, Killiney outlets now offer an extended menu showcasing a wide variety of local delicacies including Singaporean favourites such as Curry, Laksa, Mee Siam, etc.

Beyond its brick-and-mortar stores, Killiney has also expanded into the FMCG sector to offer authentic and classic Singapore flavours under the same heritage brand. The current food merchandise portfolio includes traditional premium beverages, modern capsule pods, ready-to-eat meals as well as ready-to-cook food pastes, strongly reflecting the group's mission to combine and provide quality food products with convenience for all to enjoy The Killiney Experience right at the comfort of everyone's home.

Kim's Duet

Kim's Duet is a Singaporean coffee and tea brand by Kim Guan Guan Coffee, a leading purveyor of Singapore Traditional Coffee since 1988. The brand offers a variety of local steep coffee and tea products, including reduced sugar and no sugar added variants, in

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single-serve filter bags – ensuring an easy and fuss-free way to enjoy a cup of healthier yet authentic traditional kopi (coffee) or teh (tea) whenever, wherever.

With “A Story in Every Cup”, Kim’s Duet is dedicated to advocate Singapore Traditional Coffee from bean to cup and the unique Singapore coffee culture where people tend to come together to have daily conversations or long overdue catch-ups over a cuppa. Setting itself apart with uncompromising taste, Kim’s Duet products are carefully crafted using only quality ingredients that undergo strict quality control to ensure a consistent, rich flavour and aroma. The brand’s commitment to offering healthier alternatives has also earned themselves Healthier Choice endorsements from Singapore Health Promotion Board, making Kim’s Duet the ideal choice for those looking for a morning pick-me-up or an afternoon boost.

Lim Kee

Lim Kee Food Manufacturing ("Lim Kee") is a Singapore-based food manufacturer, specialising in oriental ready-to-eat food. With a proven track record of over 40 years, Lim Kee prides itself in its fine-tuned manufacturing processes, with a strong focus on quality and authenticity. Every product is made with care and love, ensuring that all our customers get nothing but the best. With Lim Kee’s long-standing reputation for excellence, it has become a household name in Singapore and beyond. Today, Lim Kee’s products can be found both locally and internationally, making it a great choice for anyone who wants to experience quality and authentic food.

Little Blossom

Little Blossom is Singapore's very own baby and kids food brand, founded in 2020 with a mission to nourish the next generation by providing parents with healthier food choices for their little ones.

Our products are thoughtfully created with organic and natural ingredients, ensuring that they contain no added sugar, salt, or preservatives, and we take pride in being halal certified. Loved by parents and kids, Little Blossom’s range of cereals and snacks have received over 5000+ 5-star reviews.

With a growing presence, Little Blossom is now available in 400 stores across Singapore and Malaysia, including major retailers like FairPrice, Cold Storage, Village Grocer, and AEON. We are dedicated to making our wholesome products accessible to families throughout the region.

Matchaya

We are the way of tea - A uniquely Singaporean company that shows the way to the source and provide tea for every occasion. Matchaya is a progressive tea company that prides itself on artisanal and innovative Matcha and Tea lifestyle products that disrupts the tea industry.

In 2013, our founder - Kevin Chee took a life changing journey to Japan and stayed in various prefectures in Japan to learn directly from tea masters and farmers about the world

of green tea. Since then, we have sourced single origin tea cultivars directly from small batch, artisanal and sustainable tea farms in Shizuoka, Uji, Kagoshima and Hyogo prefectures.

Being the first mover for the superfood - Matcha concept, the first challenge was to curate a unique customer journey experience within the store to educate and leave an imprint for our retail customers. Finally, we decided on a Signature Tea Bar that's prevalent in all our retail outlets. The Signature Tea Bar is a social space where you experience our tearista on site to freshly whisk every Matcha and Tea beverage upon order by going through a "live" whisking and brewing engagement.

Mdm Ling Bakery

Mdm Ling Bakery has garnered acclaim for its meticulously curated collection of over 30 crowd-pleasing cookie flavours, signature buns, tantalising snacks, authentic kueh lapis, innovative mooncake ensembles, and Nyonya pastes. Founded by a visionary trio of millennials in December 2017, our journey began with bridging the gap for discerning customers seeking exceptional quality treats at remarkable value. This homegrown brand has been gaining popularity for its time-honoured recipes, creative concepts, and award-winning gift packaging, cementing its role as one of the key market leaders during significant festivities such as Chinese New Year and the Mid-Autumn Festival.

Renowned for its thematic board game-inspired packaging designs, these ingeniously sustainable creations transform into Snacks & Ladders, Imperial Chinese Chess, and International Chess Mooncake game sets, forging memorable connections among families and friends. The brand's collaboration with Hasbro presented the World's First MONOPOLY Mooncake Street Smart Edition, fostering shared enjoyment.

Sustainability remains a core value, coupling aesthetics with functionality to craft visually appealing gift sets. Mdm Ling Bakery's mission is to redefine snacking for all ages, offering a well sought-after alternative to the locally dominant snack industry. With unwavering passion infused into every bite, Mdm Ling Bakery brings love, joy, and warmth to life's celebrations.

Nanyang Sauce

Founded in 1959, Nanyang Sauce is steeped in tradition and has been synonymous with quality gourmet sauces over the years. A family secret recipe passed down through generations, every single drop of Nanyang sauce is naturally hand-brewed from the best Non-GMO soy beans for 9 months to create an Umami goodness with a rich aroma that is authentically Nanyang.

Nanyang Sauce is honored to be the recipient of The Stewards of Intangible Cultural Heritage Awards 2021 by National Heritage Board (NHB) Singapore and recipient of Brands for Good Award 2019, a positive impact business award for environmental sustainability.

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Oatbedient

No Fillers, No Junk. No Kidding.

It all began with a simple idea... what if we created delicious, no-nonsense products we'd gladly feed our own families? For people in search of sustainable dairy-free alternatives, Oatbedient is an oat-centric brand that is delicious, nutritious and puts clean-labelling at the forefront. Our duty is to uphold the highest quality standards because our customers deserve the best ingredients. Oatbedient is our take on yummy convenient products with no fillers, no junk or any unnecessary ingredients, that are made with love for our families, who only deserve the best. At Oatbedient, we envision a world where authentically healthy products and clean labelling are the norm with no nasties, filled with yummys that are not just good for people but also friendly to our planet.

RÓA

RÓA™, meaning 'Calm,' infuses serenity and delight into each creation. Our journey began with the heartfelt endeavor of local Singaporean Chief Artisan Jane Tan, who crafted the Midnight™ Cake to offer sumptuous delight amid allergies. Inspired by organic and vegan ingredients from New York and Dallas travels, our allergen-free Midnight™ Cake emerged after 9 months of dedicated development, pleasing palates nationwide.

Sunday Folks

Established in 2014, Sunday Folks is an artisanal dessert brand that offers a thoughtfully curated menu of handcrafted desserts prepared with pride and passion with the touch of a master craftsman. Sunday Folks enjoys doing things differently and always with a steadfast focus on quality. From the selection of raw ingredients to the making of crafted sweets, every detail pays homage to the freshness and tastefulness of our products. The brand reflects a sincere desire to deliver only the best-possible dessert experience for every guest, so one may enjoy a little taste of Sunday every day.

Thye Moh Chan

Since 1943, Thye Moh Chan has served loyal customers with its handcrafted traditional Teochew baked pastries. Over the years, Thye Moh Chan continues to touch customers' hearts with its handmade pastries, baked using traditional baking techniques. Today, the veteran chefs have transferred their skills to a new team to ensure that these all-time favourite pastries can be faithfully reproduced using time-honoured techniques, as they continue to flourish and strike a chord in the hearts of the generations to come.

Toast Box

Established in October 2005, Toast Box is a Singaporean contemporary coffee chain rooted in the recreation of Nanyang coffee and toast culture popular during the 1960s and 70s. Step inside and be greeted by the fragrance of coffee made from freshly-ground caramelised coffee beans, complemented by a menu of familiar home favourites. The enticing aroma of brewed coffee and flavourful local delights infuse vibrancy of life into every store, bringing people together to share in the nostalgic taste of a bygone era.