

**The Mystique of Luxury Brands Conference 2018**  
**Speaker Profiles**

**Guest of Honour**  
**Ms Low Yen Ling**  
**Senior Parliamentary Secretary for**  
**Ministry of Education and**  
**Ministry of Manpower**



**Ms Low Yen Ling** was elected Member of Parliament for Chua Chu Kang GRC in the 2011 General Election and re-elected in the 2015 General Election. She is the Senior Parliamentary Secretary for the Ministry of Education (MOE) and the Ministry of Manpower (MOM). She has also been Mayor for the South West District since May 2014.

Ms Low began her career in the private sector with experience in financial institutions and start-up venture. Thereafter, she joined the Singapore Economic Development Board (EDB) and in her decade of service, played a key role in strengthening Singapore's entrepreneurial landscape and professional services sector. In 2011, she became Chief Executive Officer of Business China, an organisation nurturing Chinese biculturalism, bilingualism and collaboration with China. She spearheaded unique programmes to immerse high-potential leaders in China and deepen young Singaporeans' knowledge of modern China.

With her strong bicultural and bilingual background, Ms Low currently leads MOE's efforts to strengthen our children's foundation in learning the Chinese language. Ms Low is Chairman of the Committee to Promote Chinese Language Learning (CPCLL) and Vice-Chairperson of the Lee Kuan Yew Fund for Bilingualism, roles she has served since November 2015. She is also Advisor to the Singapore Centre for Chinese Language Limited (SCCL). Under her guidance, the CPCLL and SCCL have introduced experiential learning through outdoor journeys and interactions to engage pre-schoolers and encourage them to use their mother tongue. A new educational TV show was created and aired to spark the young learners' curiosity and love for the Chinese language.

## Keynote Speaker

**Mr Luke Lim**

**Founder and CEO of Louken Group**



Luke is a 17-year veteran of growing brands. Under his belt, Luke had helped transform brands like BreadTalk, Charles & Keith, Hegen, Scanteak, TOTT, Jean Yip, Song Fa Buk Kut Teh and much more small & medium Enterprise in Singapore and regionally.

Known for his vision and insight, Luke consistently lead his team in advance of the current status quo by embracing innovation and digital transformation to be ahead of the curve.

Luke is also the author of two books titled "*Little Red Cow*" and "*Brand Bull Run*" featuring case studies of successful local brands transformed and how some brand grow faster than others.

Luke serves in a few non-profit organizations.

- President for International Enterprise Singapore Society,
- Deputy President of Singapore Badminton Association
- A member of the Advisory Board for Salvation Army.

Luke is also awarded the *Young Top Outstanding Person Award* in 2014 and 2016 by JCI. He represented Louken Group to receive the prestigious *Enterprise 50 Award* in 2016.

## **Panel 1: High Fashion and All Things Bling**

**Facilitator**

**Mr Michael Liew**

**General Manager of British India**



Michael Liew has recently decided to explore a different industry and in April 2018 joined British India, an established Malaysian fashion brand present in several markets in the region. As General Manager of Retail, he oversees all brand & business development aspects of the business in Malaysia and Singapore as well as distributor markets such as Thailand & the Philippines.

Prior to this, Michael Liew was in the premium beauty industry in Malaysia for more than 20 years. During that period, he has managed to successfully launch and develop portfolios of different brands across categories such as fragrance, makeup and skincare with distributors as well as beauty powerhouses such as L'Oreal, Estee Lauder Companies and LVMH. His personal favourite and expertise though is in the fragrance category which has been a constant throughout his career.

Michael began his professional journey as an English teacher before diversifying into a career in fashion managing Cerruti 1881 menswear and Replay, taking on retail operations, buying and visual merchandising before agreeing to a transfer to the company's beauty division.

He credits his success to the fascination by the power of a brand's DNA and stories as well as being continuously inspired by the people he works with.

## **Speakers**

**Mr Woo Enyi**

**Creative Director of H2Hub Pte Ltd**



Woo Enyi is the Creative Director of H2 Hub Pte Ltd, one of the largest and oldest watch retail chain stores in Singapore which has been operating since 1979.

The company is also the brand owner and manufacturer for watch brands Aries Gold and Wulf. A graduate of the Singapore Management University (SMU), he is in charge of product development and marketing for the retail chain and the 2 watch brands. He and his team aims to bring the company's own brands Aries Gold and Wulf to the global arena and bring the company to greater heights.

## Speaker

**Ms Lyn Rosmarin**

**Founder of K.BLU Swimwear**



Lyn Sia Rosmarin founded KBLU, a luxury Swimwear & Resort brand in 2014.

A Singaporean, former leisure sailor and sea-sports enthusiast, found it difficult to get swimwear for conservative Asian sized women.

In her 12-year banking stint, during a sabbatical period, she decided to explore and design functional yet fashionable swimwear for women like herself. Initially she started from home, making samples for her friends and slowly garnered enough interests to start a webstore. In her first 2 years of building K.BLU as a brand, she managed to get stockists and caught a lot of attention from influencers quickly.

Her swimwear designs have strong DNA, which involves textile prints and silhouette constructed for Asian body types especially petite frames, made in all premium Italian Fabrics.

KBLU Swim has collaborated with W Hotel, Thomas Sabo, Phillip Wain, Commune Lifestyle, Miss Universe Singapore and a few charities in Singapore. The brand has been featured in leading fashion and lifestyle publications including Straits Times, Her World, Female, Harper's Bazaar, Billionaire and Women's Weekly to name a few.

Currently, KBLU Swim is sold in her flagship store in Mandarin Gallery, Orchard and internationally through Four Seasons Hotels, Como Hotels and Shangri-La Hotels.

Lyn lives and works in Singapore with her Australian husband and their 2 children.

**Speaker**  
**Mr Jonathan King**  
**CEO Audemars Piguet South East Asia**



Jonathan King joined Audemars Piguet Singapore as Chief Executive Officer, Audemars Piguet Southeast Asia, on August 1<sup>st</sup> 2017. In his new role, he oversees Southeast Asia, including India and Australia.

Born in London, United Kingdom, Jonathan has also lived in various parts of the world including Boston, New York, the Caribbean, Kenya, Hong Kong and, more recently, Tokyo. Jonathan has also lived in Singapore on 4 previous occasions, working in the luxury Watch and Jewellery fields. These varied experiences have contributed to a multicultural background and diverse experience.

With an MBA focussed on Strategic Management, he started his career more than 20 years ago in the luxury industry, and has Pan-Asian perspectives of both the markets and its clienteles.

In 2012, Jonathan joined the Audemars Piguet family as Chief Executive Officer of Audemars Piguet Japan. During the 5 subsequent years, he spear-headed significant projects in Japan and South Korea that significantly changed market share, positioning and resilience of the brand.



**Speaker**  
**Mr Garick Kea**  
**Executive Director of Consumer Insights,**  
**Nielsen Singapore**



Garick is the Executive Director for Consumer Insights in Nielsen Singapore. His vertical experience includes banking, FMCG, government, hospitality, retail and technology.

Prior to Nielsen, Garick was the Regional Insights Director for Asia and General Manager for Singapore at Isentia (An ASX 200 Media Intelligence Company). Before Isentia, Garick headed the Market & Consumer Insights function for BlackBerry in Asia Pacific. His research experience cuts across qualitative to quantitative methods, local to global initiatives and consumer to enterprise studies.

Garick was in academia before joining the industry. Recognised by the industry, Garick has won awards and often been invited to be a speaker, panellist, award judge and guest lecturer. He is an Associate Fellow with the Institute on Asian Consumer Insight at Nanyang Technological University. He is also a reviewer to several journal publications and conferences.

In the community domain, he is a District Councillor for North West Community Development Council in Singapore. Garick holds a Master of Philosophy (Marketing) and has also completed a Harvard Leadership program.

## **Speaker**

### **Ms Rachel Hoe**

#### **Product Development Manager, Royal Insignia**



Rachel Hoe is the second-generation owner of ROYAL INSIGNIA, a Singapore atelier designing and crafting luxury gifts for royal families around the world. Upon graduating from University, she was invited back to the family's atelier to head its creative direction. Rachel takes her inspiration from the likes of Peter Carl Fabergé and René Lalique, the old masters of objet d'art.

Together with the atelier's designers, Rachel has provided the creative direction for the design of diplomatic gifts for Royal families and head of states from around the world. She has a keen interest in the study of history and heritage and is spear heading the development of the company's Conservation and Restoration department. The twenty-seven year old is also in the midst of publishing two books that delve into the history of orders, decorations, and medals in Johor, Malaysia and Negara Brunei Darussalam respectively.

**Panel 2: Corporate Social Responsibility in the  
Luxury Branding Industry**

**Facilitator**

**Dr Lau Kong Cheen**

**Senior Lecturer at the**

**Singapore University of Social Sciences (SUSS)**



Dr. Lau is a Senior Lecturer at the School of Business, under the Marketing Programme. His key areas of interest and expertise is in brand management, strategy and consumer behaviour.

Prior to joining SUSS, Dr. Lau has spent more than 10 years in the industry with experience spanning across public and private sectors. He has had immense exposure in consulting, market research in consumer insights, business development and client marketing. He has consulted for clients from MNCs and SMEs in the region. Some of the clients that he has consulted for include Cerebos, Kesawan Bank, Resorts World, Toyota, Bonia, Bata, Marina Bay Sands, Marina Link Mall, Changi Airport Group, Tru-Marine, SPRING, Singapore Turf Club, Singapore Technologies and IE Singapore.

Dr. Lau has also been an active speaker contributing and sharing his knowledge in brand building and consumer insights at multiple conferences and seminars in Singapore and in the region.

In addition, as a thought leader in branding, Dr. Lau has also published several of his research pertaining to brand strategy in top international journals.

Dr. Lau holds a PhD in Marketing from the Curtin University in Australia coupled with a MBA (with Distinction) from the University of Surrey (UK). He completed his undergraduate studies with a Bachelor of Engineering degree with Honours from the Nanyang Technological University of Singapore.

## Speaker

### Ms Raena Aihara



Raena Aihara Cheong has been a Communications and Corporate Reputation practitioner for more than 15 years. She has consulted and worked for International Brands such as Nike, Sony, Coach and Jimmy Choo and regional/local brands such as Courts and APB. Having sat on both sides of the table of both client and agency, she honed her skills across a diverse range of businesses, industries and marketing communications needs. She most recently held functional leadership roles in a Fortune 500 company for the last 8 years. Her expertise extends from corporate and brand communications, crisis and issues management and corporate responsibility. In addition to holding roles in Marketing and Communications, she has also spent time in more “hands-on” roles in the hospitality and education sectors. She is a two-time graduate of Curtin University attaining a Bachelor of Arts in Mass Communication in 1998 and Masters of Strategic Marketing in 2004.

## **Speaker**

**Ms Jamie Lim**

**Regional Marketing Director of Scanteak**



Jamie graduated with a dual EMBA degree from UCLA-NUS.

As a Regional Marketing Director, she spearheads Scanteak's regional branding initiatives, manages overseas franchises, and oversees Scanteak Singapore's business operations.

Under Jamie's guidance, the group now has over 140 retail outlets worldwide, and has won awards which include the CitiBusiness – SPBA Regional Brand Award, the Singapore Good Design Award, The President's Design Award (Singapore), and the Good Design Award (Japan).

Jamie is the winner of the JCI TOYP (Ten Outstanding Young Persons of the World) Singapore Award 2012, and she currently serves as a member on the Future Economy Council, a council mooted by the government which advises on nation-level initiatives.

## **Speaker**

**Mr Michael Liew**

**General Manager of British India**



Michael Liew has recently decided to explore a different industry and in April 2018 joined British India, an established Malaysian fashion brand present in several markets in the region. As General Manager of Retail, he oversees all brand & business development aspects of the business in Malaysia and Singapore as well as distributor markets such as Thailand & the Philippines.

Prior to this, Michael Liew was in the premium beauty industry in Malaysia for more than 20 years. During that period, he has managed to successfully launch and develop portfolios of different brands across categories such as fragrance, makeup and skincare with distributors as well as beauty powerhouses such as L'Oreal, Estee Lauder Companies and LVMH. His personal favourite and expertise though is in the fragrance category which has been a constant throughout his career.

Michael began his professional journey as an English teacher before diversifying into a career in fashion managing Cerruti 1881 menswear and Replay, taking on retail operations, buying & visual merchandising before agreeing to a transfer to the company's beauty division.

He credits his success to the fascination by the power of a brand's DNA and stories as well as being continuously inspired by the people he works with.

## **Speaker**

**Ms Pauline Cheah**

**Deputy Director, Community Partnership  
at AWWA Ltd**



In her current role, Ms Pauline Cheah leads a team responsible for Volunteer Management, Fundraising and Corporate Communications. This includes developing strategies and programs to ensure that AWWA's needs in the area of additional funding are met, and volunteers' expectations and program requirements are aligned. In addition, she also manages the profiling of AWWA in the external and social environment.

Pauline has over 20 years of corporate experience - in advertising, branding, marketing communications, events management, public relations and corporate social responsibility. The assignments she has covered include both local and regional roles, in-house and with agencies. Multinationals she has worked at include McCann Erickson, PepsiCo Restaurants, Burger King AP, Compaq Computers, Audi and Prudential.

Pauline has a MBA from Cranfield University UK, and a Bachelor of Mass Media Communications from Macquarie University, Sydney, Australia.



## **Speaker**

**Ms Tan Lee Cheng**

**Senior Lecturer at the  
Singapore University of Social Sciences (SUSS)**



Tan Lee Cheng was admitted to the Singapore bar in 1991 and practised as a commercial litigator with several prominent firms. She joined Rajah & Tann Singapore LLP as an equity partner in 2007 and became its consultant from 2012 to 2017. Lee Cheng then joined Singapore University of Social Sciences in April 2015 as Senior Lecturer and teaches Commercial Law, Business Negotiations and Corporate Governance. She has served on the board of Dover Park Hospice and its Audit Committee and the Professional Indemnity Committee of the Singapore Law Society.

## **Panel 3: Luxury Lifestyles**

## Facilitator

### Mr Luke Lim

### Founder and CEO of Louken Group



Luke is a 17-year veteran of growing brands. Under his belt, Luke had helped transform brands like BreadTalk, Charles & Keith, Hegen, Scanteak, TOTT, Jean Yip, Song Fa Buk Kut Teh and much more small & medium Enterprise in Singapore and regionally.

Known for his vision and insight, Luke consistently lead his team in advance of the current status quo by embracing innovation and digital transformation to be ahead of the curve.

Luke is also the author of two books titled "*Little Red Cow*" and "*Brand Bull Run*" featuring case studies of successful local brands transformed and how some brand grow faster than others.

Luke serves in a few non-profit organizations.

- President for International Enterprise Singapore Society,
- Deputy President of Singapore Badminton Association
- A member of the Advisory Board for Salvation Army.

Luke is also awarded the *Young Top Outstanding Person Award* in 2014 and 2016 by JCI. He represented Louken Group to receive the prestigious *Enterprise 50 Award* in 2016.

## Speaker

**Ms Yvon Bock**

**Founder, Hegen Pte Ltd**



Founder and Managing Director of Hegen Pte Ltd, Yvon Bock is a passionate designer and innovator. Together with a team of designers and engineers, she spearheaded the birth of a range of simple, practical and highly innovative baby products which focus on enhancing the breastfeeding journey for both mother and child. The Hegen feeding system is a sustainable, top quality product that evolves to meet the different needs of the growing child.

Prior to Hegen, Yvon started her career as a management trainee, working for her family business, Fitson Singapore back in 2004. Tasked with transforming a traditional local family business into a globally recognized OEM/ODM brand, Yvon spent the first five years expanding the business to meet the demands of their newly acquired international clients. She oversaw the expansion of the factory, acquired all relevant safety and quality standards, grew the product range and most importantly placed Fitson Singapore as a strategic OEM/ODM partner of choice for many international recognized baby brands. Promoted to become an active member of the management team in multiple areas of the business, she was one of the key members in the organisation to undersee the company's transformation into a FDA compliant factory. Specialising in sales and marketing, Yvon revamped the company's corporate branding and image, setting up proper client servicing infrastructure within the company. The company then quickly expanded into multiple overseas markets. Under her leadership and in the five years thereafter, Yvon managed to increase revenue sizeably by over 800%. This created the opportunity for both her and her father to invest in and expand into inventing and creating the Hegen brand of products.

## Speaker

**Ms Sabrina Tan**

**Founder and CEO of Skin Inc.**



Sabrina Tan is the founder, CEO and driving force behind Skin Inc - the world's first Customised Serum Bar, and a multiple award-winning Blue Ocean skincare system that delivers 100% result with 0% fuss. She is known to many as the game changer, thought leaders and style makers in the marketplace

Developed the love mark and brand concept behind this cosmo-chic retail concept where you can co-create a personalized serum suited to your skin identity, called "My Daily Dose". This unique concept of customization celebrates the uniqueness that makes each of us who we are.

Able to identify untapped business opportunities, generate ideas, create value and an excellence mindset, which has translated into rapid success and growth for the Skin Inc brand worldwide. Available in 60+ cities globally and growing (Australia, Brunei, Germany, Indonesia, Italy, Malaysia, Spain, Singapore, Thailand, USA), Skin Inc is available online globally with e-tailers sephora.com, Luxola to fulfill the global demand. Also available at Sephora USA, Asia and ME Hotels (Melia Group) worldwide.

**Speaker**

**Ms Jamie Lim**

**Regional Marketing Director of Scanteak**



Jamie graduated with a dual EMBA degree from UCLA-NUS.

As a Regional Marketing Director, she spearheads Scanteak's regional branding initiatives, manages overseas franchises, and oversees Scanteak Singapore's business operations.

Under Jamie's guidance, the group now has over 140 retail outlets worldwide, and has won awards which include the CitiBusiness – SPBA Regional Brand Award, the Singapore Good Design Award, The President's Design Award (Singapore), and the Good Design Award (Japan).

Jamie is the winner of the JCI TOYP (Ten Outstanding Young Persons of the World) Singapore Award 2012, and she currently serves as a member on the Future Economy Council, a council mooted by the government which advises on nation-level initiatives.

## Speaker

### Mr Robyn Yap

### President of The Travel Corporation



Robin Yap is Asia President of The Travel Corporation, a highly successful international travel group with 25 award winning brands. These include Insight Vacations, Trafalgar Tours, Contiki Holidays, Uniworld Cruises, Thompson Gateway Africa, Red Carnation Hotels and other leisure interests.

Having spent 4 decades in the tourism industry, Robin has gained subject matter expertise in the travel and hospitality industry, providing advisory expertise on topics including but not limited to:

- Changing dynamics of the travel industry (innovation and technology, adult learning and certification, teambuilding and resource management)
- Responsible Tourism and global environment issues for the travel industry
- Organisational structure, business modelling, global best practices

Robin began his career with The Travel Corporation as Sales Executive of Insight Vacations for its General Sales Agent's office in 1985. When the company opened its Asia offices in Singapore, Robin was appointed Managing Director for Insight Vacations (Asia). He has since held a variety of leadership positions within the company, ensuring the company's continued growth for the region.

# Speakers

## Mr Alfred Tan and Mr Ken Kwan

### Founders of The Curious People



#### THE FOUNDER

**Alfred Tan**

Hotel Specialist  
Educator/Trainer  
Design Thinking Specialist

Singapore . New York  
London . Toronto

His career has brought him all the way to New York where he was an opening team member of The Ritz-Carlton New York, Battery Park.

Graduated from Florida International University with a degree in Hospitality Management in Miami USA, Alfred went on to join world-class hospitality chains such as The Ritz-Carlton Hotels & Resorts, and Raffles Hotels & Resorts. His area of focus was Food & Beverage Marketing and Special Events.

Alfred also dedicated four years of lecturing in Singapore Polytechnic as a full-time lecturer specialising in Tourism, and Business Design Thinking. While at Singapore Polytechnic, he was selected to receive specialised training in Business Design at the prestigious Rotman School of Management's Rotman Designworks in the University of Toronto. That brought about his involvement with various Business Design workshops and consultancy projects for enterprises in Singapore from diverse fields such as education, fashion retail, food & beverage, healthcare, hospitality, marine engineering, and social innovation.



#### THE FOUNDER

**Ken Kwan**

Research Specialist  
Educator/Trainer  
Design Thinking Specialist

Singapore . Toronto .

Ken received his Bachelor in Business Administration with Honors from the National University of Singapore and was subsequently offered a scholarship by the university to pursue his Masters of Science (MSc) in Research.

Ken dedicated more than ten years of teaching in Singapore Polytechnic as a full time lecturer specialising in Statistics and Business Design Thinking. While at Singapore Polytechnic, he was specially selected to receive specialised training in Business Design at the prestigious Rotman School of Management's Rotman Designworks in the University of Toronto. That brought about his involvement with various Business Design workshops and consultancy projects for enterprises in Singapore from diverse fields such as education, fashion retail, furniture retail, food & beverage, healthcare, social innovation, and tourism.

In 2012 he played a critical role in the conceptualisation and setup of an online retail & editorial startup company.