



ITE 06/18/01

Press Release No 28/09

**For Immediate Release**

**1<sup>ST</sup> Love@The Substation 25 November 2009**

**PIONEER BATCH OF NITEC IN HAIR FASHION AND DESIGN GRADUATES  
SHOWCASE THEIR CREATIVE WORKS ON THE RUNWAY**

*When Tan Zi Yi was in primary school, she loved fiddling with her sister's long hair, and experimenting with various styles. It is this interest that made her want to pursue her dream of becoming a hairstylist after completing her GCE 'N' levels in 2007. When the Nitec in Hair Fashion and Design course was first introduced at ITE College East, Zi Yi jumped at the chance and got herself enrolled.*

2 Come December 2009, together with 33 of her coursemates, Zi Yi will be graduating as the pioneer batch of the *Nitec* in Hair Fashion and Design course. During their two-year course, the graduands had a taste of the enriching joint partnership between the Institute of Technical Education (ITE) and L'Oréal Singapore. The collaboration, which commenced in February 2008, involved the setting up of a Hair Design Training Centre at ITE College East and the transfer of knowledge and expertise by L'Oréal to ITE lecturers and students of the Hair Fashion and Design course.

3 On **Wednesday 25 November 2009**, these graduating students presented their best works in a L'Oréal-sponsored runway show entitled **1<sup>st</sup> Love @ The Substation**. The show, held at ITE College East, was a cross-disciplinary creative effort, with contributions from students from *Nitec* in Beauty Therapy (runway models), *Nitec* in Electrical Technology (Lighting & Sound) (technical crew) and *Nitec* in Digital Audio & Video Production (videographers). The show received its professional touches from acclaimed dance choreographer, Shahbirul Zaki Ahmad, who was tasked with choreography and production.

### **Recognition for Top Three Hair Fashion & Design Graduands**

4 The event also saw three top graduands of the *Nitec* in Hair Fashion and Design being acknowledged for their outstanding performance in their studies and during their industrial attachment at hair salons. Profiles of the top three graduands are attached at **Annex A**.

5 The top graduands received product hampers worth \$1,000, \$500 and \$300 sponsored by L'Oréal. They have already secured employment in established hair salons in Singapore.

### **Support from Industry Partners**

6 Industry support for the *Nitec* in Hair Fashion & Design course has been strong. In June 2009, AMES United offered **Yun Nam Hair Care Scholarships**, worth a total of \$18,800, to two students from the course. Recipients also get to undergo internship at Yun Nam Hair Care. AMES United has since indicated interest to continue the scholarship programme in 2010.

7 Mr Bruce Poh, Director & Chief Executive Officer of ITE, said: "I am confident that our Hair Fashion & Design graduates will be able to meet the high expectations of today's consumers. With the strong foundation received at ITE, backed by world-class expertise from our global partner, L'Oréal, our graduates can look forward to successful careers in the hair fashion industry. I wish them all the very best."

9 Mr Tadashi Saito, General Manager, Professional Products Division, L'Oreal Singapore, said: "The collaboration between and L'Oreal and ITE is a sign of L'Oreal's commitment towards education of future hairstylists to benefit the professional hairdressing industry. Having more ITE-certified hairstylists will mean a higher level of service quality in the hair salons in Singapore today and in the years to come."

8 The event was well-received and was attended by some 200 guests.

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and principal authority in developing national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "**One ITE System, Three Colleges**" Model of Education, ITE governs three Colleges, comprising **ITE College Central, ITE College East and ITE College West**.

The **L'Oréal group** has 100 years of experience in the beauty industry, with diverse yet complementary portfolio of 19 international brands sold in 130 countries. L'Oréal is also the cosmetics industry's largest investor in research with a hi-tech industrial approach that guarantees innovative, high-value-added products. The company reported consolidated sales of €17.5 billion euros (S\$35.88 billion) in 2008 and has a global workforce of over 67,000 employees. Today, L'Oréal's international brands include L'Oréal Paris, Garnier, Maybelline New York, Laboratoires Vichy, La Roche-Posay, Skinceuticals, L'Oréal Professionnel, Kérastase, Redken, Matrix, Lancôme, Biotherm, Kiehl's, Shu Uemura, Diesel, Giorgio Armani and Ralph Lauren perfumes and The Body Shop, which are available in Singapore. For more information, please visit [www.loreal.com.sg](http://www.loreal.com.sg)

**Top Student: Dorothy Lim Li Ting**

Dorothy Lim Li Ting decided to join *Nitec* in Hair Fashion & Design course as she found the course both challenging and exciting, and which required her to perform various hairdressing skills like cutting, perming, colouring and upstyling.

Dorothy also participated in the following events during her two-year course:

- provided haircut services at the Nebo (NTUC Eldercare) community project
- provided hairstyling for Boxhill Runway Show
- provided hairstyling for ITE's Grease, The Musical
- presented a hairup demonstration for the Entrepreneurship Thai Students' Visit
- provided hairstyling for Drug Free Dance Competition
- provided hair services on Community Engagement Day to raise funds for ITE needy student's funds
- provided hairstyling for cheerleaders of Chongzheng Primary School for a drug-free event
- provided hairstyling for a Bollywood dance event: "What's Your Move", at Esplanade

During the course, Dorothy had the opportunity to participate in an overseas study and cultural exchange trip to Vietnam, where she visited the Wella Training Centre and Kimage academy and picked up invaluable knowledge and skills.

**First Runner-up: Valencia Chan Siew Leng**

Valencia Chan is always intrigued at how a good hairstyle can transform one's looks and boost their confidence. Following her heart, she decided to enroll in the *Nitec* in Hair Fashion & Design course after her secondary school education.

Throughout the two-year course, Valencia participated in a series of events which further honed her hairdressing skills:

- provided haircut services at the Nebo (NTUC Eldercare) community project
- provided hair services to a group of abused maids for a SMU community project
- ☒ provided haircut services for MINDS Fernvale (Formerly MINDS Yio Chu Kang)
- provided haircut services for Metta's students as part of the community project between ITE and Metta School
- provided hair services on Community Engagement Day to raise funds for ITE needy student's funds
- provided hairstyling for a Bollywood dance event, What's Your Move, at Esplanade

She has a few regular clients who would come back looking for her, and that gives her the confidence and satisfaction.

**Second Runner-up: Tan Zi Yi**

When Tan Zi Yi was in primary school, she loved fiddling with her sister's long hair, experimenting with various styles. It is this interest that led her to enroll in the Hair Fashion & Design course, after completing her GCE 'N' levels, and pursue her dream of becoming a hairstylist. Zi Yi has participated in the following events and activities organised by ITE:

- provided haircut services at the Nebo (NTUC Eldercare) community project
- provided hairstyling for ITE's Grease, The Musical
- presented a hairpun demonstration for the Entrepreneurship Thai Students' Visit
- provided hairstyling for Drug Free Dance Competition
- provided hair services on Community Engagement Day to raise funds for TE needy student's funds
- provided hairstyling for cheerleaders of Chongzheng Primary School for a drug free event
- provided hairstyling for a Bollywood dance event, What's Your Move, at Esplanade

Zi Yi understands that to be a successful hairstylist, she will need to continue to learn and develop her skills even after her graduation. She realised that there will always be new fashion and trends, and that there is a continual need to learn new techniques, styles, products and tools of hairstyling.

---

**Additional Information:**

The top students mentioned above are part of the pilot entrepreneurship project team to explore the feasibility of setting up mobile hair services. The pilot run was successfully held in a roadshow at Telok Kurau Primary School.