

MEDIA FACT SHEET ON MOU BETWEEN ITE AND LANE CRAWFORD SINGAPORE PTE LTD

1 The Institute of Technical Education (ITE) will ink a Memorandum of Undertaking (MOU) with Lane Crawford Singapore Pte Ltd on 11 May 2016 at ITE College Central.

2 Lane Crawford Singapore Pte Ltd carries a total of five international brands, including, Club Monaco, Jo Malone, Alice + Olivia and Juicy Couture. Through this collaboration, Retail students from ITE College Central and ITE College West will gain insights and relevant knowledge on the retail industry and its model of operations, as well as business skills.

Areas of Collaboration

3 A major part of the collaboration focuses on the supported training extended to ITE students in the form of internship placements and part-time or full-time employment. ITE students will be attached to Lane Crawford retail outlets to study the business operations for about four months. Two students will be selected every year to be attached to their outlets in Hong Kong for a period of three weeks. Apart from internship placements, cohort toppers in the *Higher Nitec* in Retail Merchandising course will also receive book prizes and in-kind vouchers sponsored by Lane Crawford Singapore.

ITE-Lane Crawford Visual Merchandising Competition 2016

4 In conjunction with this MOU signing ceremony, 27 students are selected to participate in the **ITE-Lane Crawford Visual Merchandising Competition** from Lane Crawford brand; under Club Monaco. The competition theme will be “Back to Basics” where contestants will compete for the top three prizes. Winners will walk away with \$1,000 worth of prizes sponsored by Lane Crawford Singapore Pte Ltd.

About ITE

The Institute of Technical Education (ITE) is a post-secondary education institution established in **1992** under the Ministry of Education. As a principal provider of career and technical education, and a key developer of national occupational skills certification and standards, ITE's **Mission** is to create **opportunities** for students and adult learners to acquire skills, knowledge and values for employability and lifelong learning. ITE's **Vision** is to be A **Trailblazer** in Career and Technical Education. Our **Values** are **Integrity, Teamwork, Excellence** and **Care**. ITE comprises the ITE Headquarters and three ITE Colleges - College Central, College East and College West.

About Lane Crawford Singapore

Founded in 1992, ImagineX Group is Asia's leading retail, brand management and distribution company with unrivalled market coverage in Greater China.

Building luxury, designer and premium contemporary fashion and lifestyle businesses with an entrepreneurial approach and the passion of a brand owner, ImagineX represents 19 brands, including Salvatore Ferragamo, Marc Jacobs, Donna Karan, Paul & Shark, Paul Smith, 3.1 Phillip Lim, Marc by Marc Jacobs, Juicy Couture, DKNY, Club Monaco, alice + olivia by Stacey Bendet and BCBGMAXAZRIA. The portfolio also includes lifestyle brands such as Tumi, and beauty brands including Aveda, Jo Malone London, Natura Bisse and Apivita.

ImagineX currently operates around 450 points of sale across more than 700,000-square-foot retail space in more than 50 cities in China and South East Asia. The company forms part of The Lane Crawford Joyce Group, Asia's premier fashion and brand management group, which also includes iconic, luxury department store Lane Crawford, cutting edge fashion boutique Joyce and fashion footwear, handbags and accessories specialist Pedder Group.

About Club Monaco

The international lifestyle brand, connects fashion and design with real life. Each experience—in store and online—is innovative and singular. Whether creating or carefully curating its individual experiences, Club Monaco focuses on authenticity. Club Monaco flagships are centers for discovery; each store design is bespoke and reflects the art, architecture and culture of its neighborhood. The flagships engage the customer and share with them the brands, artisans, items and ideas that inspire Club Monaco. Effortless, cool and thoughtful women's and men's collections live alongside vintage handbags and watches, hard-to-find home objects, rare books on art and design, local coffee and food - all pillars of the Club Monaco lifestyle.

MEMORANDUM OF UNDERSTANDING SIGNING CEREMONY
BETWEEN
INSTITUTE OF TECHNICAL EDUCATION
AND
LANE CRAWFORD SINGAPORE PTE LTD
WEDNESDAY, 11 May 2016
1100 hours – 1200 hours

BLOCK D, LEVEL 3, RETAIL TRAINING CENTRE
ITE COLLEGE CENTRAL
2 ANG MO KIO DRIVE SINGAPORE 567720

<p>Dress Code for Signatories: Formal Wear Dress Code for Guests: Office Attire (Shirt & Tie for Men)</p>

1050 hrs	Arrival of Guests
1100 hrs	Welcome Address by Emcee
1105 hrs	Corporate Video of ITE
1110 hrs	Corporate Video of Lane Crawford
1115 hrs	Welcome Address by Dr Ang Kiam Wee, Principal of ITE College Central
1117 hrs	Address by Ms Janice Yeo, Lane Crawford Singapore Pte Ltd
1120 hrs	Commencement of Signing Ceremony
1130 hrs	Award ceremony for Visual Merchandising Competition
1140 hrs	Reception (Block D Level 3 Retail Training Centre)
1200 hrs	End of Event

Location Map

ITE Headquarters & ITE College Central
2 Ang Mo Kio Drive
Singapore 567220

