

PURE EARTH

The Pure Earth design team returned to their roots with a collection that is inspired by the concept of the Five Elements of the Universe - Air, Earth, Fire, Metal and Water. The main thrust is that the elements are used to explain the patterns in nature and they are symbolic of man's relationship with the universe. Headed by **Rashmi Gogna**, the design philosophy is a combination of blending the old with the new and marrying the East with the West. This is not unlike how traditional Chinese and Indian religions and philosophies combine in our modern world. Materials used are always as natural as possible, reflected even in the choice of colors and fabrics, hence the name.

PURE EARTH S/S 08 - With a diverse cultural and ethnic background, this collection can be classified into four looks – sporty chic, bohemian glamour, sophisticated grunge and little girl charm. The colors of the elements combine with these flavors to present a wearable collection that offers a little something for everyone. The element of Air is reminiscent in the billowing sleeves, just like silk gossamer floating in the sky. Inspired by the giant traditional Japanese kites and the kimono, this elaborate lace top is a take on traditional Japanese costume. The piece is designed to be versatile; paired either with denim jeans for a smart casual look or with black, silk, full length samurai pants. To up the glamour quotient, intricate bead work around the neckline completes the look. The element of Fire is juxtaposed in their use of red, amber and orange as the colours to represent passion, dynamism and strength. A gorgeous silk number is wrought in fiery and dramatic Rajasthani Gota appliqué work Representing strength and resilience, the Metal element is captured in a jet-black dress in plain silk, embellished only with heavy bronze embroidery. Refreshing and nourishing the soul, the element of Water is infused in the fluid silk pants suit, in hues of cobalt, teal and green, representing the go-getter on the move. Specks of silver on the paisley-tear drop embroidery makes this an elegant classic.

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TDS DEBUTING DESIGNERS

Spread over three days – Monday 15 to Wednesday 17 October 2007, TDS is the platform for designers and labels to present their complete six-month collections for the consumer market to both local and international buyers. To be held downtown at 72-13 TheatreWorks on Mohd Sultan Road, participating designers will also be assigned showroom space to sell their collections and conduct business meetings with buyers and press on the same premises. On all three days, shows will start from 1000n for more than 20 show slots.

Labels making their debut at TDS this year are Alkeme by Si/Ma Lian, Burgundy, harryhalim, Funtf, Iora, Pure Earth by Rashmi Gogna, Santorini, Sense – EEN by Uyen Luu, The Box, Yia by Eekyng Tang and 143 by Serene Wong. Joining them are Additions, Allure, bods bodinis, Cella Loe, Elsu by Peter Kor, Francis Cheong, Individual Expression, Love on Earth, nicholas, Perfect in Black, POSSE and Tian. Foreign participants expected this year include LIANG ZHANGYI from China, Esomoo by Massimo Ota from Japan, Gallo by Teresa Thilan from Malaysia, Khoon Hooi from Malaysia, The Line by Ann Vu Thien Toan from Vietnam.

Singapore's Minister of State, Trade & Industry – Mir Lee Yi Shian will open TDS this year on Monday 15 October 2007 at 1000n.

[Click here for the profiles of the debuting designers.](#)

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