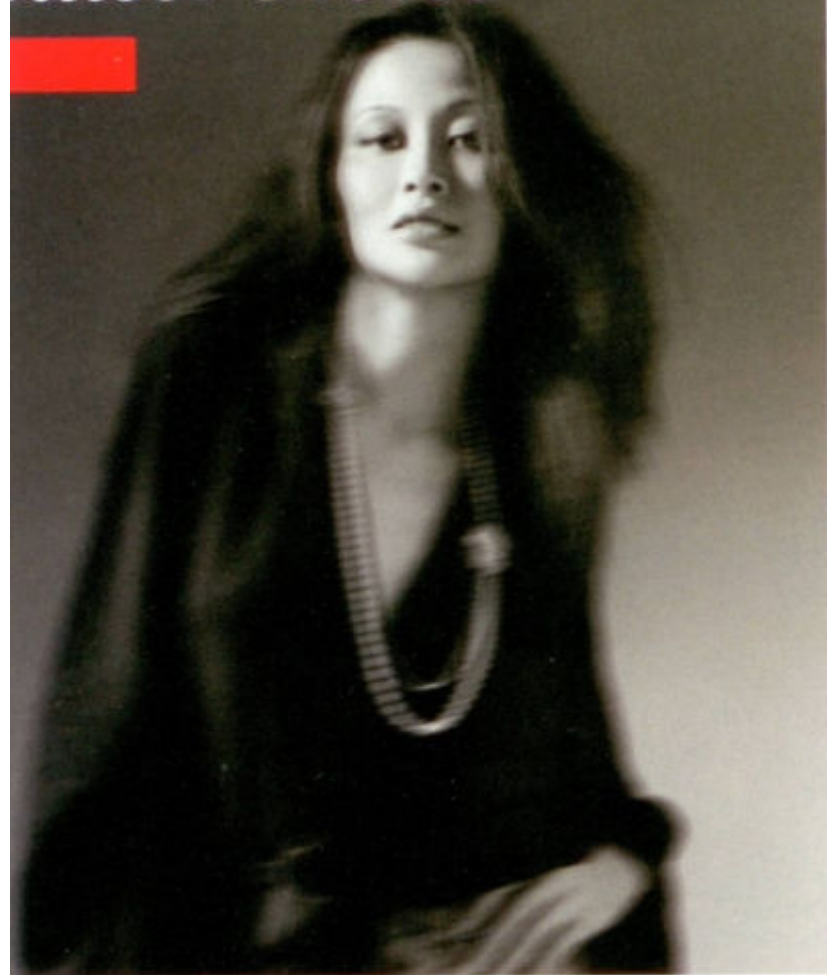


editor's note



STYLE MAKERS

Getting all decked out in designer garb does not a fashionista make. We profile four women who personify the very business they're in – of making others look good

Tastes change, trends come and go – but what is it that makes a luxury fashion item timeless? Beyond brand names, what goes into the making of a luxury item that makes it stand the test of time, transcend fashion trends and emerge a true classic?

Our columnists this month offer various suggestions. Bernard Cheong delves into the issue of “ageing well,” using timepieces as a platform of discussion. He observes, “Cars and haute couture are designed for immediate consumption, almost becoming dated from birth ... For timepieces, my personal opinion on brands that maintain value is that they possess these random qualities: the classic, the art piece and the historical.”

And surely having fashion choices opens the style door? Ursula Undress in *Tittle Tattle* suggests, “Fashion buyers need themselves to have hope and forward-thinking inspiration. This requires reading, travelling, passion, and faith in the customer.”

Three decades ago, fashionistas had fewer shopping options in the fashion arena. They couldn't buy limited edition vintage off eBay or shop at exclusive previews. One might receive a catalogue or two in the mail, fill in a mail order form, and wait eagerly for weeks to pass before the anticipated package arrived by sea. Instant gratification was not even at the disposal of those who could afford it.

Today, we have at our disposal the means to purchase any luxury fashion item we take fancy to, wherever in the world they may be. How will you make your purchase decisions today to ensure your next generation has an item of equal heritage value to call their own? Perhaps the tough times ahead will see the natural sifting of the prestigious from the pedestrian, cementing the status of true luxury brands and seeing the quiet departure of brands that enjoyed their momentary flash of fire.

— JANE NGIAM
Managing Editor

WHAT IS THE first luxury fashion item you've ever felt the weight and pride of owning? Was

it a gift from your parents – a much-loved and well-preserved leather bag? A treasured jewel from the family heirlooms? A timepiece, perhaps – worth as much for its sentiment as its tangible value? Or was it your Chanel 2.55 or Vera Wang number, bought with your very first paycheck?

It's interesting what most people remember as their first luxury fashion purchase or ownership. After all, luxury is at our disposal every day – surely there are few who can keep a mental inventory of their treasured goods?

For those of us who inherited a luxury jewellery item or timepiece from our parents, you may agree how these heirlooms are still as stylish today as the day you received them. Interestingly, some of us who purchased our first luxury item with pride all those years ago may now recall the very item with horror today.

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COVER

Photography: Skye Tan, Creative direction: Daniel Goh, Styling: Joshua Cheung, Hair: Gary Low, Passion Salon, Make-up: Cindy Goh, using Clé de Peau Beauté, Georgia Lee's dress and rings: all by Chanel





SILK ROBE: L'INGÈRE SHOP; KNICKERS: LOUIS VUITTON; NECKLACE: PIRELLA