



**For Immediate Release**  
**MEDIA RELEASE**



## **A Different Kind Of Baggage!**

**Singapore, 31 July 2009** – This August, Sembonia will be rolling out a ‘Bag My Style!’ Challenge from 1 August to 23 October 2009. The aim of this challenge is to create a platform for budding and aspiring designers to display their creativity and talent. Winner of this challenge will walk away with S\$1,000 cash prize, a 3-month internship with Active World and have their design included in the next Sembonia Spring/Summer collection 2010!

Participants for this challenge will be asked to design a day and evening bag and submit online via [www.bagmystyle.com](http://www.bagmystyle.com). 10 finalists will be selected and revealed online on Tuesday, 22 September 2009 and these 10 will have their designs fabricated for the final showcase on Friday, 23 October 2009. The judges for this event are Mindee Ong, ambassador of Sembonia, Christine Tan, brand manager of Sembonia and guest judge fashion director, Daniel Boey. Online voting will start from 15 September all through to midnight of 22 October 2009. These online votes will take up 40% and judges will take up the remaining 60% votes.

***“I’ve designed a collection of bags for Sembonia earlier this year and am both excited and thrilled to see what kind of designs these trained individuals will come up with. This is an amazing platform for aspiring designers to showcase their originality and creativity!” quipped Mindee Ong, ambassador of Sembonia.***



***“The purpose of creating such a challenge is because we believe that there are many talented young designers here who has the capability to be as well as any designer out there but just needed a chance. We hope to make this into an annual event to discover and groom the next top designer from Singapore.” Says Mr. Daniel Chiang, executive director of Active World Pte Ltd.***

For more information about ‘Bag My Style!’ Challenge, log on to [www.bagmystyle.com](http://www.bagmystyle.com) or join us at our roadshows together with Mindee Ong at the following locations:-

- ✚ Monday, 10 August 2009, 4pm to 5pm, outside Orchard C.K Tangs  
310 & 320 Orchard Road, Singapore 238864
- ✚ Tuesday, 11 August 2009, 4pm to 5pm, Temasek Design School  
21 Tampines Avenue 1, Blk 28, LT 24, Singapore 529757
- ✚ Saturday, 12 September 2009, 4pm to 5pm, OG at Orchard Point  
160 Orchard Road, Singapore 238842

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**For more information / RSVP, please contact:**

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**About Active World Pte Ltd**

Active World was established in Singapore in 1974 to design, manufacture and distribute leather goods and in 1977, BONIA was registered as a tributary brand name. Known for its quality products and superior craftsmanship, BONIA’s timeless designs and collection has penetrated beyond the region and continue to be a global brand name with over 60 boutiques and 600 retail outlets worldwide including Singapore, Malaysia, Japan, Taiwan, Hong Kong, China, Thailand, Vietnam, Indonesia, Brunei, Philippines, Saudi Arabia, United States of America, Canada, Mexico and Austria. In 2010, BONIA will be one of the few regional brand names that will boast an office in Italy, focusing on design, research development and craftsmanship.