



For Immediate Release
MEDIA RELEASE



Featuring Mindee Ong's Envelope Collection

Singapore, 29 May 2009 – Sembonia will be launching their Summer Collection 2009 on 5th June at VivoCity. The highlight of the evening will feature Sembonia's ambassador and local actress, Mindee Ong's Envelope Collection, which is part of Sembonia's Summer Collection 2009.

Other celebrities attending include Rebecca Tan, Jaime Teo, Tracy Tan and Dollei Seah, who will each receive one of Mindee's designed bags, specially hand-picked by Mindee herself. Be the first to set your eyes on Sembonia's Summer Collection and find out how they complement different styles and outfits.

With her passion for bags, flair for design and the desire to present the best she has to offer, Mindee's range of bags portrays sophistication and modernity. Inspired by the humble envelopes that we see in our everyday lives, Mindee put her creativity to the test and transformed it into versatile, yet stylish bags that are suitable for all occasions. Each of these designs speaks a thousand words about the personality of the woman who carries it, placing them at the fashion forefront – perfect for the fashionistas.



Speaking of her maiden attempt at designing her own collection, Mindee gushed, " This has been a wonderful experience, and I realised how much time, effort and planning goes into designing and production of a bag. I'm really thankful to all who helped me along the way, and I look forward to coming up with more designs in future!"

Join us for this Sembonia Summer 2009 Collection Launch (Featuring Mindee Ong's Envelope Collection) on Friday, 5 June 2009, 5.30pm to 8.00pm at VivoCity, North Court.

###

For more information / RSVP, please contact:

Ms. Vivien Seah (Marcom Exec)

FLY Entertainment Pte Ltd

Tel: +65 6224 3188

E-mail: vivien@fly.com.sg

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.