



*For women who shine*  
www.cate.com.sg

## **For Immediate Release**

### **ASIA-PACIFIC'S FIRST HIGH-END MULTI-LABEL E-BOUTIQUE CATE.COM.SG features top and award-winning Asia-Pacific independent designers**

**Singapore (April 24, 2009) – Cate.com.sg**, women's online high-end fashion and lifestyle retailer, introduces their newly launched online store. For the first time, customers can expect to find a carefully curated range of ready-to-wear, accessories and lifestyle items from some of Asia-Pacific's top independent luxury designers on a single platform.

The online retailer, based in the cosmopolitan city of Singapore, carries online exclusives from some of the top, award-winning Asia-Pacific independent designers. Owner Sharon Siew, 30, has brought in designs in limited pieces, and shares: "I created Cate as an online showcase of what Asia-Pacific independent designers were capable of. The West has done a fantastic job of bringing the high-end fashion world to the internet and consequently the rest of the world but the Asia-Pacific region was lacking this representation. It is my hope to make our top designers more accessible to the rest of the world and that one wouldn't necessarily need to travel all the way to Asia in order to enjoy what we have."

Understanding that customers may hesitate to shop online for fear of buying ill-fitting garments, the online retailer has sought to keep shoppers well-informed by providing multiple views of the garments, comparative size guides and detailed item measurements, as well as prompt e-mail customer support. For sizing issues that do arise, customers can opt to return their items within 18 days for an exchange or a refund. Cate ships to 151 countries affordably by air parcel and courier. Urgent deliveries are also easily arranged via e-mail.

Customers concerned about the security of making payments online will be pleased to know that the online retailer uses Paypal's secure payment gateway and does not store any payment or credit card details at their end. Accepted modes of payment include credit cards, Paypal balances and bank transfers.

Furthermore, all parcels are sent out gift-worthy. Items are carefully wrapped in tissue paper, overlaid with the online retailer's signature purple wrapping paper and adorned with a Cate sticker in a rose gold hue. The website also suggests gift ideas for occasions such as birthdays and anniversaries, making it the ideal online destination to shop for gifts for beloved family and friends.



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[www.cate.com.sg](http://www.cate.com.sg)

### **About Cate.com.sg**

Launched in April 2009, Cate.com.sg is an online retailer of contemporary women's wear, fashion accessories and lifestyle items. Based in Singapore, the online retailer takes particular pride and passion in showcasing independent brands from within the Asia-Pacific region and making them accessible to the world. Visit our website at [www.cate.com.sg](http://www.cate.com.sg).

### **About Sharon Siew**

Singaporean Sharon Siew had never really considered starting her own fashion business until she turned 24. After all, courtesy of her father's job posting to Perth, she had majored in accounting and quantitative finance at the University of Western Australia, and upon graduating with first class honours, had returned to Singapore and stepped foot in the corporate world as a management trainee in finance within local media organisation Singapore Press Holdings. Her love for fashion had been inspired by reading Australian fashion magazines while at high school and university, but then so were many other girls'.

While the nature of her studies and work had been highly numeric, Sharon always had a creative bent that yearned for an outlet somewhere. She sought it with a move to marketing with Raffles Hotels and Resorts, where she picked up insights into branding for a Singapore icon. However, during this time, her dream of starting a business in fashion and marketing continued to beckon, and she decided to take concrete steps towards realising her passion by leaving the corporate world and taking the road less travelled. Turning 30 at the launch of Cate.com.sg, she looks forward to writing the next chapter of her life championing talent from the region and presenting them to the world, to you.

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