



OUR STORY

Founded in 2017, CUSTOMINE is a homegrown Singapore brand selling designer clothing with customization service. Our journey began when we are tired of identikit designs available and decided to make the baby romper in the graphics we fond of for our first child & create stories of our own.

As a parent ourselves, we understand how limited time each family struggle with really getting to spend some time together, therefore we have decided to complete the romper & kid's tee with adult tee available in family set to bring the fun of matching style with the kids, re-establish bonds by personalized text in your own way and create some really precious memories together.

OUR MISSION

CUSTOMINE aims to be more than just a children fashion label, we believe that every child is unique and special to every parent, just like our products. It is a special customised gift. We wanted to be part of every precious moment. And it's is all about family bonding, telling your very own stories in life.

CUSTOMINE

SG RED



HI MERLION



HDB BLOCK



I LIKE KOPI



MERLION
SILHOUETTE
PAPER CUTTING



TROPICAL
RAINFOREST

● UNIQUE SELLING POINTS ●

👕 Funky & candy colored graphic designed in Singapore

👕 With a touch of local cultures & elements such as the iconic **Merlion**, **HDB block**, **Kopitiam** drinks. **WEAR LIKE A LOCAL, NOT A TOURIST**

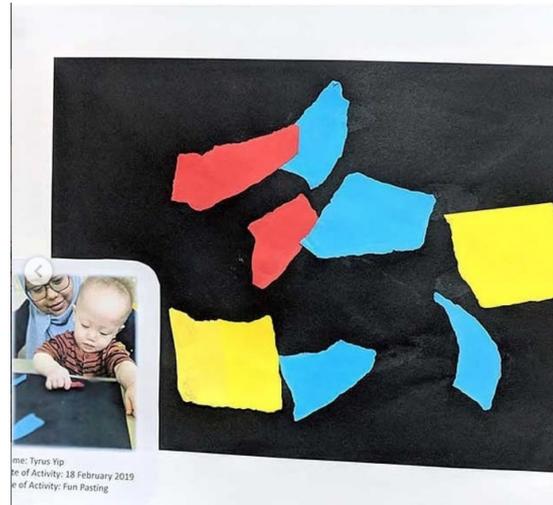
👕 focus on **ALL-OVER PRINT**, products range from **romper**, **kid's tee**, **kid's dress** to **baby bib**, **blanket** to **adult's tee**.

👕 *new product: mum's dress, scarf, daddy shirts for matching family set.*



● UNIQUE SELLING POINTS ●

- 👕 **FREE customization on any design**
- 👕 **Transform kids artwork to wearable cloths,** available in **party pack** suitable for party & workshop activity.



● UNIQUE SELLING POINTS ●



 Dri-fit material

 keep children dry & cool for their active lifestyle



 Reduce waste. On-demand manufacturing for customized & print to art item



 Eco-friendly & sustainable paper Packaging

● SOCIAL MEDIA CHANNELS ●

 Website:

www.customineonline.com

 Facebook:

www.facebook.com/customineonline

 Instagram:

www.instagram.com/customineonline

 Stockist:



Naiise.

PRESS COVERAGE - CHANNEL 8



新加坡主题亲子装 融入国人熟悉的元素

也有业者将政府组屋、Kopi C和鱼尾狮等国人熟悉的元素融入在服装设计里，推出名为“SG Lah”的系列亲子装。

亲子装品牌Customine的创办人叶文亮分享，这系列的服装灵感来自他的1岁半儿子。



叶文亮分享，这系列的服装灵感来自他儿子的第一个作品。
图：叶怡铃、Jon Chiang

38岁的叶文亮说：“他一岁时的第一个作品给了我一个灵感，我觉得蛮像新加坡HDB的颜色，所以我就想不如推出一个关于新加坡的系列。”



一个关于新加坡的系列。”

目前，Customine已为“SG Lah”系列推出五款设计。也是该品牌设计师的叶文亮说，以国庆日作为主题的服装很多时候一年只穿一次，所以他希望能推出一些能让国人平时也能穿的设计。



他透露，五款设计中，Kopi C的设计对他来说最有意义。“除了是因为我喜欢喝以外，另一个原因是因为我在太太怀孕后就辞掉工作来照顾她，第一次做爸爸始终很辛苦，所以经常打包Kopi C来喝，觉得蛮有意义的。”



Check out the **interview**: bit.ly/customine8worldnews

Check out the **video**: bit.ly/customine8worldvideo



● PROFILE OF DESIGNER + FOUNDER ●



Founder + designer of CUSTOMINE



2 years experience as a father.



16 years of experience in creative, fashion, woven, production & manufacturing industry etc.

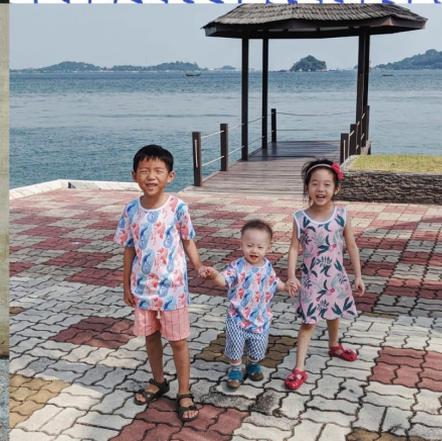


Strong experience to deal with vast market of 2200 outlets in 300 cities across China & Hong Kong.

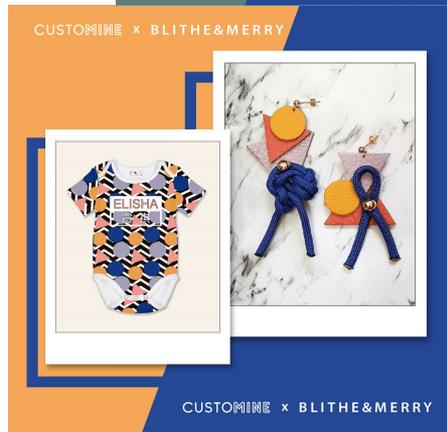
Ray move to Singapore 3 years ago with his Singaporean wife & becoming a Singapore PR as he gets attracted by the unique Singapore culture, food and lifestyle.

Ray founded CUSTOMINE two years ago with a simple thought to design a romper for his newborn. With his good fashion sense and market-sensitivity, he reckoned original design & creativity with a sense of local touch is the main elements to stand out from the competitive market hence CUSTOMINE born to provide trendy & funky design with a twist of SG style.





Mother's day special -
MOMPREENEUR Campaign with
Joanna Wee - a Singaporean
 Jewellery designer and leather
 crafter, **Founder of Blithe &
 Merry**



Emma Bok, a **stylist**, a young and
 fashionable mother, who is also the
founder of ANOTHER FASHION ONLINE.

VISUAL MERCHANDISE DISPLAY

CUSTOMINE



 **CUSTOMINE Giving project X HPHP**

Giving and receive more than you already have!



15% of sales for all CNY collection orders are proceed to to charity @hphpcommunity **HAPPY PEOPLE HELPING PEOPLE (HPHP)** in support of providing meals for elderly carton collectors.



HPHP is a community-driven movement aimed at connecting seniors with those who care enough to befriend them and provide help where help is needed. To date, HPHP have more than 200 elderly beneficiaries from 6 different areas in Singapore; Little India, Toa Payoh, Chinatown, Geylang, Bedok and Ang Mo Kio.