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**HANculture wearable artistry debuts in Southeast Asia**

*The brand introduces its first collection of bespoke contemporary jewelry in Singapore.*



*Coral and Jade necklace from the "Fall Ruminations" collection*

**SINGAPORE, September 27, 2011** – On October 6, HANculture will hold a private trunk show and sale for its 2011 debut portfolio. Praised by both Korean celebrities and style connoisseurs alike, the brand creates designs rich in Korean heritage, intertwined with European materials and influences. The first collection will exhibit one-of-a-kind necklaces constructed with superior gemstones, precious metals, vintage beading and other rare materials. The sales event will take place at Barkode cocktail bar, located at 66 Dunlop Street, from 5:00-10:00pm. Media are invited to an exclusive hour of shopping from 4:00-5:00pm on the same evening and will receive a 20% discount on all purchases.

HANculture's inspiration stems from distinctively Korean elements such as Amethyst and Jade, complimented by fine finishings from prominent fashion grounds of the world.

Founder Honey Lee collaborates with renowned artisan In-Sook Kim, as well as others to bring to life fusions of both Eastern and Western artistry. Each creation is set apart as a stand-alone collector's item, timeless and immune to duplication.

"The idea for HANculture started with my love for antique jewelry. I wanted to share my extraordinary collection and much more with the world," expressed Honey Lee, Founder of HANculture. "From a classic staple to a piece de resistance, happiness can come from seeing, wearing, and sharing beautiful things every day."

The 2011 collection represents a marriage of diverse elements including: antique chains and links from Milan, unusual beads acquired at auctions in New York, and limited rarities such as buffalo horn and Lapis Lazuli. In conjunction, gemstones (both organic and inorganic) such as turquoise, jade, pearl and coral are applied. All materials used are sourced via individualized trips by their creators. As such, each finished work is able to tell a captivating story of personal experience and passion from many parts of the world. From a draping opera necklace with gradient crystals and Italian gold plating, to a Lucite choker with iridescent beads and Native American silver accents, the combination of elements are limitless and imaginative.

Within the portfolio is a highly wearable series inspired by Lee. Emphasis is placed upon pendants that may also be worn as brooches. The necklace itself is made of neutral-colored silks and natural fibers that perfectly accommodate tropical climates and the sophisticated female.

With inimitable design and the highest quality of materials at the forefront of the brand's vision, HANculture looks to enamor collectors, art aficionados and everyday women alike. Private showings are currently available via appointment only.

Those interested to attend the sale during media hour should email [stacie@heatbranding.com](mailto:stacie@heatbranding.com) by Monday, October 3 2011. For more information on HANculture or to feature products, contact Stacie Tay at [stacie@heatbranding.com](mailto:stacie@heatbranding.com) or at (65) 6648 4315.

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