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HANculture wearable artistry debuts in Southeast Asia

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



Portfolio piece from the "Fall Ruminations" collection

SINGAPORE, July 18, 2011 – On August 3, HANculture will hold a limited media preview to showcase highlights of 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 media event will take place at Drink Culture cocktail bar, located at 51 Kreta Ayer Road, from 7:30-9:30pm.

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 and an invitation-only trunk show titled "Fall Ruminations" will be held in late September of this year.

Those interested to attend the private media showing should email stacie@heatbranding.com by Monday, 25 July 2011. For more information on HANculture or to feature products, contact Stacie Tay at stacie@heatbranding.com or at (65) 6648 4315.

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