

For Immediate Release

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PIONEER COLLABORATES WITH YOUNG DESIGNERS FOR THE DEBUT OF THE “SUPERIOR CLUB SOUND” SERIES



Singapore, 13 March 2014 – Pioneer, the leading audio and video products for use at home, in the car and in business environments from Japan has announced a collaboration with inspiring designers to give life to its highly anticipated world collection of outdoor headphones, the “Superior Club Sound” series.

“This is the first time that Pioneer has launched a designer collaboration aimed at transforming their headphones into platforms for showcasing the works of promising Asian designers working in fashion design and graphic design fields.

“For this edition of the Pioneer Designer Capsule Collaboration, Pioneer has selected to collaborate with four Singapore designers: Depression, FrüFrü & Tigerlily, Mash-up and Possi-tilly-ty who will be presenting some of their most characteristic works on two of the Superior Club Sound series headphones,” says Pioneer’s Marketing Manager, Miss Kate Tan.

Having a strong belief in experimenting with new ideas themselves, local designers Depression, Mr Kenny said, “This is our first time designing headphones so it is a very refreshing experience.”

Ms Ginette Chittick, founder of FRÜFRÜ & TIGERLILY commented, “I am a huge fan of Pioneer! I was a former resident DJ with my own indie rock night for close to 7 years, so this collaboration is really exciting for me. Also, FruFru & Tigerlily has always been incorporating music as an integral part of our creative process. Our collections, garments and accessories are named after names of albums and song titles. So the Pioneer Loves Designers is a great great opportunity.”

Tilly Soelistyo, Creative Director of (Positivity+Possibility) x Tilly commented, "It is also my first foray in designing for an audio lifestyle product, the Superior Sound Club MX 9 series. Pioneer is a brand that I hold close to my heart, as it was my first karaoke entertainment system that my father bought for our family home in the late 1980s. He has passed on but the image of him enjoying himself singing will remain a beautiful memory to me."

In addition, Pioneer has also invited three other designers in the region: Pestle & Mortar from Malaysia, Proudrace and 13 Lucky Monkey from the Philippines, all known for incorporating subcultures into their designs.

The project aims at searching through different fashion disciplines of design to find fresh ideas that are in line with the Pioneer's innovative brand spirit. One of the key principles of the project is the freedom that Pioneer has given designers by encouraging them to present the work that most interests them and sets them apart as artists.

The Pioneer Designer Collaboration will be showcased at Asia's freshest street dance festival, the Radikal Forze (RF) Jam from 21 to 22 March 2014 at Far East Square, the Glass Pavilion.

Pioneer's collaboration with the designers for the RF Jam Weekend this year is set to be an eye-opener. Coupled with a string of the hottest freestyle, hiphop, house dancers and B-Boys from all over the world, this ground-thumping line-up of DANCE@LIVE is sure to set hearts, and eyes fluttering.

For more information on Pioneer's gathering of creative talents in Pioneer Designer Collaboration and for press interviews on the designers for Pioneer Designer Collaboration, please contact Publicist PR at 6220 4082 / 9835 1082

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Profile Of The Designers In Pioneer Designer Collaboration

DEPRESSION (SINGAPORE)



Depression is a label that combines whimsical graphics with deconstruction to create basics. Offbeat, avant-garde style, it was created by Designers Andrew Loh and Kenny Lim after they hit a low point in their lives. Feeling depressed from a combination of personal life events, including the corporate fatigue of working in advertising agencies, the design duo named their fashion label DEPRESSION as a reminder that when you feel unhappy, you have the power to change that. Depression has participated in Seoul Fashion Week in 2012.

MASH-UP (SINGAPORE)



Mash-Up is an independent street-wear label inspired by everything from ethnic heritage and pop culture to cinematography.

Interested in bringing new meanings to old things, both physically and metaphorically, they also share a love for music and regularly organize BASH-UP clubbing events at Butter Factory.

Mash-Up has done a runway show at Audi Fashion Festival in 2012 as well as collaborated

with TopShop, Nokia and Uniqlo.

POSSI-TILLY-TY (SINGAPORE)



Tilly Soelistyo, the creator behind the label is known for her versatile, modern, polished, and commercially-viable collection for the label TILLY.

Her collection features impeccably constructed pieces that anchor the designer's signature style of modern versatility.

POSSI-TILLY-TY was conceptualized by drawing inspiration from today's urban women who desire stylish and comfortable apparel that support a myriad of roles they play.

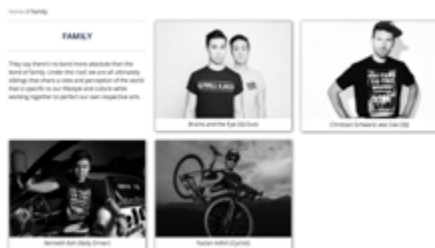
The objectives are to enable women to feel positive through the unique cuts and colour combinations that is figure flattering and to intrigue them with the possibilities of how each piece could be worn.



FRÜFRÜ & TIGERLILY (SINGAPORE)

Feisty Ginette Chittick juggles many creative hats – she's Lasalle's programme leader of fashion communication, one third of edgy, playful fashion label FrüFrü & Tigerlily (with Jasmine Tuan and Cheryl Tan), and dizzy-dancing deck sprite with Joe Ng at Beat! Home Club's weekly celebration of indie anthems.

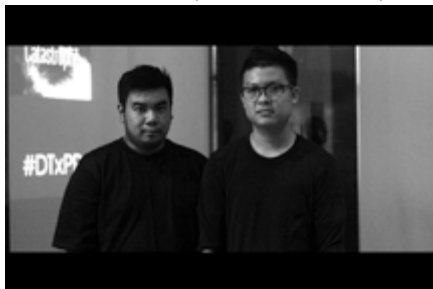
PESTLE & MORTAR (MALAYSIA)



Pestle & Mortar is the projection of the designers' lifestyle, culture and homeland –revolving mainly around the familiar things they see while growing up in Malaysia.

They have done collaborations with Future Music Festival Asia, Juice, among others.

PROUD RACE (PHILLIPPINES)



Inspired by different subcultures, ProudRace balances street-wear with future classics. Youthful, eclectic and rebellious, this label is constantly inspired by different subcultures. Rooted from the underground and built with the balance of streetwear sensibilities and future lassics. ProudRace released their first collection in Spring 2010 and have kept this aesthetic ever since.

Founded by Pat Bondoc and Rik Rasos the Manila based duo started the label simply because they can't find clothes that they want to wear in the retail shops.

13 LUCKY MONKEY (PHILLIPPINES)



Fronted by partners Dante Dizon and Noli Coronado, 13 Lucky Monkey specializes in exquisite jewelry making, crafting one-of-a-kind pieces for others who share their passion for motorcycles, weapons, music and, often, nature.

Their designs are works of art – wearable sculpture – that incorporate medieval symbols, references to Kustom Kulture, and inspiration from superstitions, women in their lives, even insects.

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About DANCE@LIVE Singapore Finals

DANCE@LIVE is a dance battle competition originated in Japan and is held across the country over several months. Each year, this event attracts up to 1 million attendees in Japan. There are a total of 6 categories in DANCE@LIVE: Kids, Freestyle, Hip Hop, House, Break and Rize. In 2013, Singapore will be holding its second DANCE@LIVE SINGAPORE in our country as part of the 3-days festival. This is an elimination round, and the winners of DANCE@LIVE SINGAPORE will earn the right to represent our Lion City at DANCE@LIVE ASIA FINALS and pit themselves against the best in the world.

About the Radikal Forze Jam

The Radikal Forze B-boy Jam also known as RF Jam, is an annual International break-dancing competition that is held in collaboration with the anniversary of the Radikal Forze Crew, Singapore's pioneers of break-dancing and avid champions of urban street culture. Past years have seen attendance by international b-boys, b-girls & street dancers from Australia, Denmark, Germany, Hong Kong, Indonesia, Japan, Korea, Malaysia, Switzerland, UK, Taiwan, Thailand, Vietnam, Canada, & USA. The 3-day jam includes world class dancers, the latest music by local and international DJ's, bands, dope cyphers, intense battles and a hell of a lot of dancing by the coolest and rawest b-boys, b-girls & dancers from around the world. More information can be found on this website: <http://radikalforzejam.com/>

About Pioneer

Pioneer was founded in 1938 in Tokyo, Japan by Nozomu Matsumoto – a man with a passion for music who desires to share with the world through high quality audio speakers. That passion began with a small operation to repair and manufacture speakers in Matsumoto's garage. It has since grown to international stature as a manufacturer of audio and video products for use at home, in the car and in business environments. The element that has not changed in nearly 70 years is the passion for audio and video products that the brand hopes to share with the world.