

NAFA Alumni Kaki Series

# Nuboaix

## JESSICA LEE YONG SI YUAN

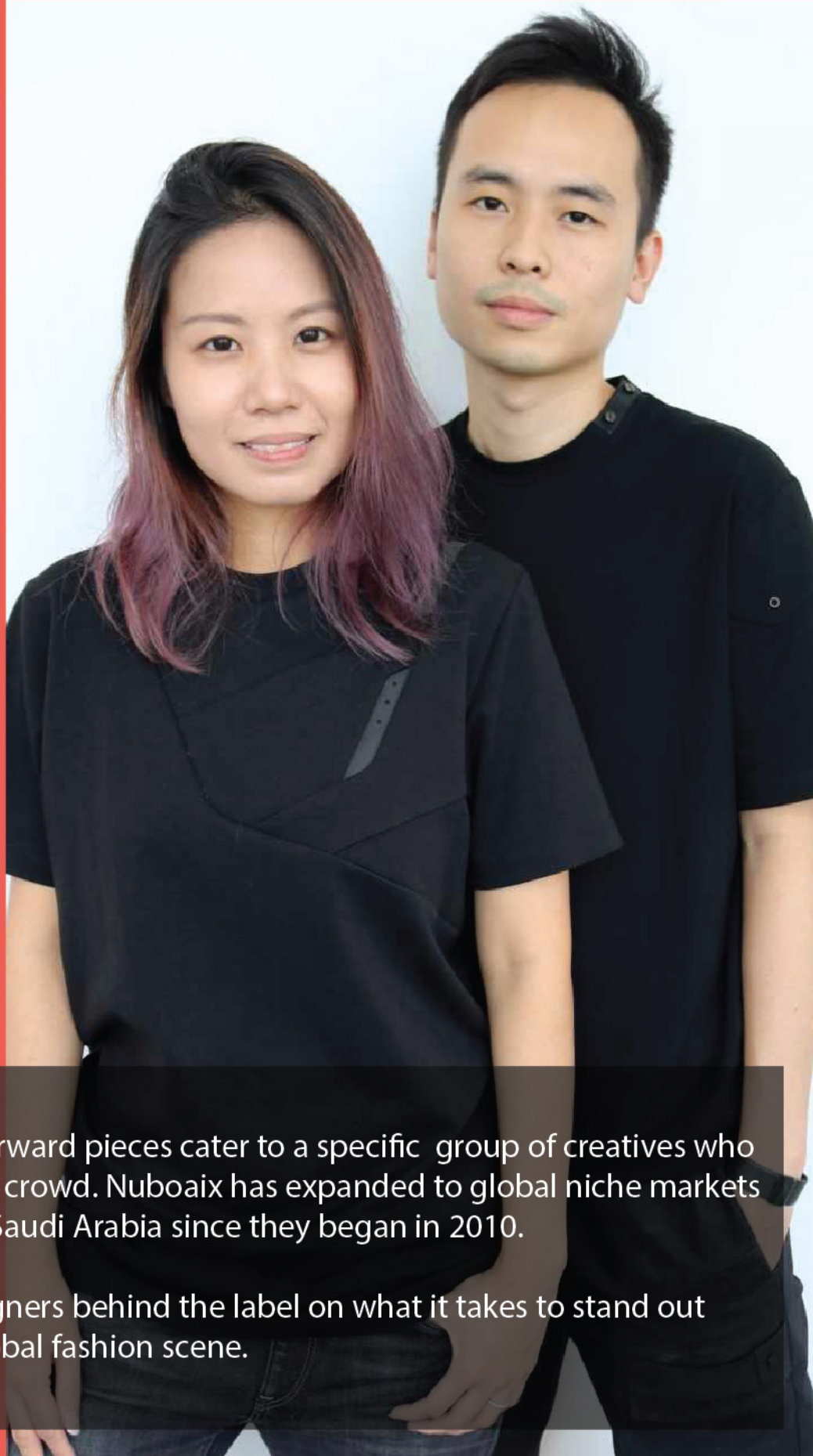
Diploma in Fashion Design, 2004  
(Jessica)

BA (Hons) Fashion & Marketing,  
2008 (Si Yuan)

Meet

Jessica and Si Yuan,  
fashion alumni pair  
behind designer wear -  
Nuboaix.

Nominated in 2017 as  
Designer of the Year  
Award (Fashion) during  
the Singapore Fashion  
Awards,  
they have dressed many  
famous Mediacorp  
celebrities such as  
Desmond Tan, Pierre Png  
and Romeo Tan  
to name a few.



Their edgy and fashion forward pieces cater to a specific group of creatives who aim to stand out from the crowd. Nuboaix has expanded to global niche markets such as Taiwan, USA and Saudi Arabia since they began in 2010.

We chatted with the designers behind the label on what it takes to stand out amongst the crowded global fashion scene.





## 1. Why did you decide to team up to form Nuboaix?

It was a natural decision as we were both fashion graduates with the same dream. Though we were very different in terms of aesthetics and style during our NAFA days, when it comes to business we're both very aware of the need to work together and create a single vision.

## 2. What do you love most about your area of work?

Creation and reaction.

I think the core of a designer will never change - there is this constant thirst to actualize what you have envisioned.

Then after, you'll want to see how the end product is received/perceived by others.



Mediacorp artist Desmond Tan in Nuboaix



**“AS DO AN ARTIST;  
WE [DREAM], WE [SEEK],  
WE [CREATE] AND WE [DEFINE].”**

3. What is your target audience for Nuboaix and why did you choose this group at the beginning?

It has always been for the minority of individualists who set trends rather than follow others, who prefer subtlety over loudness in their style choice. We create sleek fashion forward wear for this niche group of folks, who may possibly be creators themselves in a myriad of different scopes.

At the time we started, there weren't many labels globally that were on this path, and it was also because we were designing what we would wear ourselves, that weren't already available.

4. What is one thing you hoped to have been exposed to while studying in NAFA that would have helped in your careers?

We graduated a long time ago really. Our curriculum had been much more static and 1D compared to what's offered today. The key change will be technology. Access and knowledge on today's fashion tech greatly influences what we are doing.





5. What are some aspects of the overseas fashion industry that you feel will be beneficial for the local fashion scene to embrace/practise?

We've met many designers from overseas. Firstly is respect. They are respectful of predecessors, other like-minded designers and each other's achievements and journey.

Secondly, it's their strong sense of integrity and openness. Everyone shares ideas, visions for the future, and even share resource contacts while remaining very professional at the same time, never crossing the line of plagiarising.

6. Please share three essential skills you think is essential for young fashion designers to survive the fashion industry?

1. Self-awareness - the ability to understand your own capabilities, your strengths, and whether your vision is feasible. This means a sense of level-headedness that will determine your place in the 'already-very-crowded' world of fashion.

2. Make your product - simply sketching your design is not creating. You should be hands-on in the full process, know everything from the measurements during the drafting stage to each fabric's behaviour when sewing each seam. There are many points to improve through the whole process, which you will never know if you don't get your hands dirty.

3. Networking & marketing - we're moving faster than ever in this digital age. Arming yourselves with the right modes of marketing at the right time will help yield success for your label. Also, knowing the right people in the industry will help as well.

