

# Cayen Business Class

– the smart way to build your business wardrobe

Singapore's Chinatown is probably best known for its quaint streets, temples, shops and market stalls selling souvenirs, food and other Chinese items. But its proximity to the Central Business District made it the natural location choice for a unique fashion business, Cayen. Situated in Club Street, Cayen provides a blend of products and services that is unlike any other in Singapore.

With its own on-site design and production team, Cayen specialises in making distinctive, high quality clothes for women. British expat Carol Randall started the company three and a half years ago to provide a service for women in the expat community who are unable to fit into the smaller and straighter cut clothes commonly available in Singapore. The cosy studio boutique is on the second floor of a shop-house and offers our clients an oasis of calm and privacy. Cayen does sell Ready to Wear items but many clients take advantage of the personal design and tailoring services we offer. Making everything from cotton casuals to wedding dresses and evening gowns, we provide a one-stop shop for our clients. However, with approximately 60% of our clients being business women, we have developed a unique service to build a career wardrobe the smart way.

## What can you expect?

The process begins with a free of charge consultation, where we find out your needs and preferences. We focus on your work environment and role and, of course, the kind of image you want to present. At this stage your preferences about clothing styles, fabrics and colours also go into the mix. It is important that we also understand how you perceive yourself; as body image is such a key factor to wearing clothes with confidence. Cayen can even send a consultant to your home to review your existing wardrobe. All of this information enables Cayen to design a wardrobe that is tailored to your needs and to suit your personality and personal style.

After the consultation we put together some designs which will be presented to you in the illustration format below. We recommend building your wardrobe using capsules.

## What is a capsule?

The capsule is an integral part of good wardrobe planning and is essentially a mini-wardrobe of items that all mix and match together. Wardrobes planned this way prevent the "lots of clothes but nothing to wear" syndrome that many of our clients suffer from.



This skirt suit creates a flattering silhouette for all body shapes. The look is that of a woman in control, both strong and feminine. Made in black lightweight wool and lined in silk it is cool to wear and perfect as the foundation piece for this business capsule. The multigored skirt looks professional and is also comfortable and elegant, a killer combination.

Capsules are particularly useful for business travelers who want to travel light but not wear the same look every day. A carefully planned capsule of eight items, like the one in the illustration, can last you for more than two work weeks without having to wear the same outfit twice.

It is important to take into account Singapore's hot, humid climate with offices that are often fiercely air-conditioned, as are restaurants and other public places. These extremes of temperatures, inside and out, make natural fibres the best choice for business clothes. We choose our fabrics carefully to ensure that they are as crease resistant as possible. Quality super-lightweight wool, silk, crepes and cotton, including stretch cottons for added comfort, are those we most commonly use. All Cayen clothes are lined with silk or cotton, not synthetic fabrics.



## How to build and use your capsule

By way of example, the illustrated capsule has the three piece black light-weight wool suit at its core. As pants and skirts tend to suffer more wear than jackets it is always smart to buy two alternative 'bottoms' with any jacket. The tops in this capsule are designed to be worn under the jacket or alone and are stylish enough to wear out in the evening. Worn with both pants and skirt, the four tops provide eight very different looks.

A classic dress is a great addition to any capsule, worn alone or with the jacket. Buying fitted dresses off the rack can be a problem for many women as few of us conform perfectly to rack sizes. This is where having your clothes made to measure really comes into its own.

We recommend classic styles that won't date to build your capsules. These can then be kept alive and fresh by introducing new items over time. Adding a slim pencil skirt to this capsule would give a brand new silhouette and feel, not to mention lots more different looks. Accessories are another great way to update your look and to extend the use of your clothes from day to evening and smart to casual. As we get to know you, and what you like, we can also work with you more proactively to suggest new items that will make great additions to your existing wardrobe.

So, if you would like to update or rejuvenate your business wardrobe the smart way, call Carol on 9735 8736 to book your free consultation.



The matching straight cut pants can be worn with the jacket but create a strong, feminine look when teamed with this beautiful blouse made from pure silk georgette. Adding this glamorous Martine Westen belt (available at Cayen) makes it perfect for that important dinner engagement or evening function.

Photograph taken at Tao Lifestyle Store, 88 South Bridge Road

**CAYEN**  
clothes with life

**Call Carol on 9735 8736** for information and to arrange to see our new Business Class collection at 54A Club Street (on second floor)

Normal opening hours are Monday to Friday 12pm to 8pm and 11am to 6pm on Saturday.