

# MASH-UP

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## Local Brand Mash-Up Releases Much-Anticipated Autumn/Winter 2012/13 Collection Next Month Team Mash-Up; Exploring the possibility of urban life underwater

In this turn, Mash-Up delves underwater to explore the possibilities of urban life. "Atlanta Goes To Atlantis" narrates the Atlanta basketball team finding itself in the mythical city of Atlantis, and promises a healthy dose of imagination, urban legend and current youth cultures. The Autumn/Winter collection will deliver a quirky and athletic collection of men's shirts, unisex T-shirts and women's dresses in unexpected fabric mixes and fresh colours. Mash-Up's signature re-work of streetwear staples continues with streamlined panelled jersey dresses, cheeky prints and glittery denim garments.

The urban tribe maintains its pizzazz underwater - expect cheerleader uniforms re-worked with scuba suit detailing, varsity jackets rooting for the Mash-Up tribe and even basketball jerseys for underwater players. Blending seamlessly with the aquatic environment means that sharks, octopi and kissing dolphins have swum their way into men's shirts and women's dresses.

The mysterious elements of the lost city of Atlantis and the possibility of a lost civilization also fuel the tribal element of a basketball team. The feeling of belonging to the conceptual Mash-Up team is translated into a bomber jacket with Mash-Up embroidery as well as on basketball jerseys splashed in saturated aquatic colours.

The fabrics for the season are fun and relaxed, with grey shirting and double sided jerseys injected with neon green, glitter and polka dots to mirror the elements and glimmer of aquatic life. Not forgetting the trompe l'oeil knits that, well, are not your usual grandmother's knitting.

The DIY aesthetic is still an underlying influence with a small nod to the sea punk movement that has been in the under-currents of social media. Observed by The New York Times as a movement "sprouting from the digital petri dish of social networking, seapunk is a whimsical style that mashes together cartoonish aquatic themes, rave culture and a nostalgia for '90s Internet imagery. The iconography, which exists almost entirely online, includes clip art of dolphins jumping through pyramids, aquamarine-haired mermaids with SpongeBob T-shirts, and psychedelic orbs flying over computer-generated waves". The fun and relaxed ethos follows through in the A/W campaign shoot, which took place in a skate-park in Melbourne and exhibits a strong 90s influence.

## **About MASH-UP**

Newly launched in April 2012, MASH-UP is a collective of 3 designers from very different backgrounds who met while studying fashion at LaSalle College of the Arts. Daniela Monasterios-Tan, Nathanael Ng and Shaf Amis'aabudin are largely inspired by the city landscape. MASH-UP is their interpretation of the city they live in; their inspiration by people of different cultures and sub-cultures; their rendition of the parties they attend, music and DJs they listen to, stories they read and hear as well as places that they travel to. They aim to encourage the DIY spirit in an era where you can get anything done by someone or something, and to create a world that will inspire mash-ups between people, one that is happier, funn(i)er and full of humour and heart.

MASH-UP sees a lot of fabrication in materials to reflect urban city-life - a lot of denim and garment types such as T-shirts, shirt-dresses and shirts. It incorporates unconventional materials like soda can tabs and plastic chains, amongst other items that are commonly found in the city-scape. "We wanted to inject fun and humour into our clothes," explains Nathanael Ng, one-third of MASH-UP. "Anything that sounds too crazy on paper is exactly what we want to use; embroidering huge grinning faces on shirts and snarling wolf faces on skirts, sewing old clothes onto new cloth and even making a "gown" from chunky plastic chains. We use fashion as a vehicle of expression and as a way to share stories; our own as well as those from the world around us." They work in similar fashion to a DJ; bringing in music, culture and even fashion history to create a narrative that the wearer can be a part of simply by wearing it. MASH-UP has a blog in which they record their creative and thought-processes in the hopes of inspiring readers.

Price ranges from SGD \$69 for a T-shirt to \$269 for a jacket for Ready-To-Wear line and SGD \$299-\$499 for Statement Pieces. While the Ready-To-Wear line consists of more wearable garments, the Statement Pieces are one-off's that are done in-house. They incorporate recycled garments (like used denim) and D.I.Y. craft techniques like embroidery and beading into their construction. MASH-UP is part of the 3rd batch of designers in the PARCO next NEXT project.

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