

MEDIA ALERT

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MULTI-COLLAB LABEL MONSOON PATROL TO PARTNER LATEST HYPER-REALISTIC VIRTUAL PERSONALITY – RAE – TO LAUNCH COLLECTION AT CULTURE CARTEL 2020

STOCK NO: LE-65-138-SBTG

MONSOON
PATROL X



Singapore, 10 November 2020 – The region's latest hyper-realistic virtual personality, Rae ([@here.is.rae](#)) will make her fashion debut at Culture Cartel 2020 with a streetwear collaboration with cult label, Monsoon Patrol.

A Gen-Z digital artist and street culture enthusiast, Rae creates new relationships and real-life experiences every day in a digitally driven world. [She](#) will be the face of the campaign for the upcoming Monsoon Patrol 2020 collection. The new collection will feature items such as a New Era cap, face mask, apparel and a pair of highly coveted Asics Gel Lyte III sneakers that is a follow-up to the previously sold out ASICSTIGER, Limited EDT and SBTG collaboration. Selected pieces from the new Monsoon Patrol collection will be available for pre-order at Culture Cartel 2020 on 5 December 2020.

"I'm a huge stan of SBTG's custom designs and creative style. His work really inspires me. To be able to work with a cool label like Monsoon Patrol is a huge dream for me. I appreciate the technical design elements in the collection. Rain or shine, it can accompany me on my adventures in the city. The Monsoon Patrol collection has captured the attention of streetwear collectors and I'm eager for everyone to see it soon. I can't wait to create more magic with the Monsoon Patrol team next," shared Rae.

This will be the second Monsoon Patrol collection. The collection was first conceptualised in 2018 and launched in the same year at the inaugural Culture Cartel. Monsoon Patrol is a collaboration between Limited EDT and SBTG. Both homegrown brands, Limited EDT is the first dedicated sneaker boutique founded by Mandeep Chopra while SBTG is founded by sneaker design pioneer Mark Ong.

"We are thrilled to feature Rae in our upcoming Monsoon Patrol campaign. This marks the first time we are collaborating with a virtual personality. This partnership will be a landmark collaboration, pushing the envelope on what is possible when you combine fashion and technology. Rae's hyper-realistic distinct look as well as her passion for streetwear and urban culture, make her the ideal face for the campaign. This innovative partnership will not only turn heads but potentially change how we connect with the streetwear community and share our designs in the future," said Monsoon Patrol spokesperson.

Full details of the Monsoon Patrol 2020 collaboration and pre-orders will be unveiled at Culture Cartel on 5 December 2020. The campaign images featuring Rae and designs from the collection will be gradually unveiled on Rae's Instagram [page](#) from late November.

Culture Cartel is a brand dedicated to illuminating the different subcultures across Singapore, South-East Asia and the world. It represents everything from art, to fashion, toys, tattoos and everything in between. Its mission is to reinvent the image of street culture and elevate the public's appreciation of it. The third edition of Culture Cartel will be conducted virtually via <https://digital.culturecartel.com/> on 5 December 2020.

About Rae ([here.is.rae](https://www.instagram.com/here.is.rae)) – I don't dream, I do. Byte me.

Rae is the region's latest hyper-realistic virtual personality and influencer. Created by CGI technology and powered by AI solutions, Rae is more than just a pretty face. Rae is a digital artist with a point of view. Armed with her skateboard and a passion for street culture, Rae is always on an adventure in the urban jungle. She has blue-ash hair, styled in a high ponytail with a side fringe on her right profile. True to her Chinese name, 蕊蕊, Rae wears her heart on her sleeve, and you can trust her to share her genuine and unique perspectives on Instagram. She is expressive, audacious and always game to try new things and push boundaries. Rae's origins remain a mystery.

Rae is available for media interviews, photoshoots and collaborations.

For more information, follow Rae's urban adventures on her Instagram account:
www.instagram.com/here.is.rae

For press visuals: <https://tinyurl.com/yyamrs5r>

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