

PRESS RELEASE

FOR IMMEDIATE RELEASE

PRESENTING ASIA'S FIRST PRODUCT COLLABORATION BETWEEN LABEL AND VIRTUAL PERSONALITY - THE SBTGxRAE CAPSULE COLLECTION

The capsule collection will be up for pre-order exclusively
at the Culture Cartel 2020 virtual convention on 5 December



Rae (left) with SBTG founder Mark Ong (right) at the skatepark
<https://www.instagram.com/p/CH49AzUnJAU/>

Singapore, 30 November 2020 – Virtual personality Rae (@[here.is.rae](https://www.instagram.com/here.is.rae)) proudly unveils a 4-piece capsule collection created in partnership with popular cult label SBTG. This is an impressive accomplishment for virtual personality Rae, marking Asia's first product collaboration between the virtual world and reality. The capsule collection will debut exclusively at Culture Cartel 2020 and be available for pre-orders on 5 December 2020.

A renowned label among the sneaker head community, SBTG is a cult brand founded by Singaporean sneaker design pioneer Mark Ong. SBTG has attracted the attention of celebrities such as American rock band Linkin Park's frontman Mike Shinoda, who is also one of Rae's followers on Instagram. No stranger to bucking societal expectations, partnering with Rae embodies Mark's audacious streak in his personality and designs.

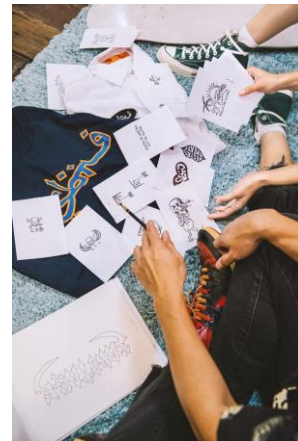
"SBTG started out as a pioneer in the field of sneaker design and I see this trailblazing spirit manifested in my first collaboration with a virtual personality. Working with Rae has been a delightful and inspiring endeavour. The first of its kind in Asia, I believe the novel SBTGxRae capsule collection will enrich our street art and culture, and redefine the boundaries of brand collaborations," enthused Mark Ong.

For anyone who loves street culture, a collaboration with the highly sought-after SBTG brand to create a product line would seem unreal to most – except for virtual personality Rae. The collaboration was

conceptualised after Rae’s debut as the face of the 2020 Monsoon Patrol¹ campaign. A shared love for skateboarding catalysed Mark’s and Rae’s decision to deepen their partnership, resulting in the SBTGxRae capsule collection.



The capsule collection centres around a symbolic gesture of SBTG handing over a purple rose to Rae with a skull within. It consists of a Champion® Tee, an Aloha shirt, a pair of socks and a skateboard.



Rae (top) and Mark (bottom) conceptualising the SBTGxRae capsule collection together.

“Launching the SBTGxRae collection with Mark is an amazing dream come true. The purple rose and skull represent the mystery, creativity and individuality that I see in myself and my design philosophies. Imagination is a big part of my reality, and it has empowered me to be infinite in this digital realm I live in. I love the diversity and openness one finds in street culture. I can’t wait to see fans of street culture wearing these cool designs and putting their own spin on these pieces. Not to mention, we’re dropping an exclusive pair of Air Jordan 1 customised by Mark too!” enthused Rae.

Mark Ong on the SBTGxRAE collection design

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With each purchase from the capsule collection, one will be eligible to participate in a raffle to score a one-of-a-kind pair of Nike Air Jordan 1 in a unique SBTGxRae colourway.

The limited-edition SBTGxRae capsule collection will be available for pre-order on 5 December at Culture Cartel 2020, exclusively at www.sbtgsurplus.com.



Aloha Shirt - S\$130



Champion Tee - S\$75

¹ The Monsoon Patrol is a collaboration between Limited EDT and SBTG. Limited EDT is the first dedicated sneaker boutique founded by Mandeep Chopra while SBTG is founded by sneaker design pioneer Mark Ong. For more information, please visit <https://tinyurl.com/vyams5r>.



Socks - S\$20



Skateboard - S\$85

**RAFFLE FOR A SBTGXRAE EXCLUSIVE
ONE-OF-A-KIND NIKE AIR JORDAN 1 IN A SBTGXRAE COLOURWAY**

Inspired by the SBTGxRae collection, Mark Ong has customised an exclusive pair of Nike Air Jordan 1. Designed in an exclusive colourway, there will only be one pair in the world! Sneaker fans can stand a chance to win this one-of-a-kind SBTGxRae Nike Air Jordan 1 by simply purchasing any item from the SBTGxRae capsule collection from 5 December till 12 December 2020.

To enter the raffle, follow the mechanics below:

1. Purchase any item from the SBTGxRae capsule collection
2. Follow Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)) on Instagram
3. Get more chances to win by tagging [@mr_sabotage](https://www.instagram.com/mr_sabotage) and [@here.is.rae](https://www.instagram.com/here.is.rae) in your Instagram stories and/or purchase the full SBTGxRae capsule collection

The winner will be notified by SBTG on 14 December 2020.

How to earn your raffle tickets:

TICKET COUNT	ACTIVITY
1 ticket	Purchase of SBTGxRae Socks
3 tickets	Purchase of SBTGxRae Champion Tee
4 tickets	Purchase of SBTGxRae Skateboard
7 tickets	Purchase of SBTGxRae Aloha Shirt
2 bonus tickets	Tag SBTG (@mr_sabotage) and Rae (@here.is.rae) in your IGS, showing purchase confirmation
3 bonus tickets	Purchase full SBTGxRae collection

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, 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.

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

Rae is available for media interviews, photoshoots and collaborations.

Mark Ong is available for media interviews.

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

About Culture Cartel

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, to toys, tattoos and everything in between. Their mission is to reinvent the image of street culture and elevate public's appreciation. The third edition of Culture Cartel on 5 December 2020 will be conducted virtually via <https://digital.culturecartel.com/>.

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