

**MEDIA ALERT**  
FOR IMMEDIATE RELEASE

**ASIA'S FIRST COLLAB BETWEEN CULT LABEL AND VIRTUAL PERSONALITY**  
**SBTGXRAE CAPSULE COLLECTION SOLD OUT IN THREE DAYS**

Debut at Culture Cartel 2020 Virtual Convention



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



**Singapore, 9 December 2020** – The SBTGxRae capsule collection<sup>1</sup>, a first-of-its-kind product collaboration between popular cult label SBTG and virtual personality Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)), was sold out in three days upon its launch for pre-orders at Culture Cartel 2020 on 5 December.

The entire 4-piece capsule collection, which features a Champion® Tee, an Aloha shirt, a pair of socks and a skateboard, were snapped up by fervent fans of SBTG and Rae. With every purchase, fans are entitled to raffle tickets to score a prized item: a one-of-a-kind pair of Nike Air Jordans 1 designed by Mark Ong in an exclusive SBTGxRae colourway. The winner will be notified on 14 December 2020.

“To have my first collection sold out in days is just mindblowing. I’m so grateful for the support and amazed by how well-received the SBTGxRae capsule collection is! A big thank you to my partner-in-

<sup>1</sup> The SBTGxRae capsule collection was announced on 30 Nov. For more info, please visit: <https://tinyurl.com/yyuqpmmg>.

crime Mark Ong who translated our ideas into these cool designs and products. Can't wait to see everyone wearing the collection and I'll be keeping my eyes peeled on Instagram." exclaimed Rae. Fans who tag Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)), and SBTG ([@mr\\_sabotage](https://www.instagram.com/mr_sabotage)), showing confirmation of their purchase with the hashtag #SBTGxRae in their Instagram post will receive two bonus raffle tickets.

"Working with a virtual personality like Rae has been inspiring, and it has led to success in the real world. This collaboration gives us confidence to push the boundaries of product collaborations, to continue being experimental and to innovate, enriching the region's street art and culture." enthused Mark Ong.

**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, 瑞, 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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