

PRESS RELEASE

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SINGAPORE'S TOP VIRTUAL INFLUENCER – RAE – IS FIRST VIRTUAL PERSONALITY TO BE STYLED BY HAIR MAESTRO KIM ROBINSON

New vibrant and youthful hairstyle set to excite and turn heads



Rae's new hair in a shade of powder rose and purple with brilliant streaks of fuchsia, styled by Asia's top hair styling maestro and celebrity hairstylist Kim Robinson.

Singapore, 31 March 2021 – Singapore's top virtual influencer, Rae ([@here.is.rae](https://www.instagram.com/here.is.rae)) is the first virtual personality to be styled by Asia's top hair styling maestro and celebrity hairstylist, Kim Robinson. Rae now sports an entirely new and vibrant hairstyle – soft and natural waves in a shade of powder rose and purple with brilliant streaks of fuchsia – crafted by the expert hands of Kim Robinson.

The partnership with Kim Robinson and his renowned luxury hair salon marks Rae's foray into the beauty scene. As the beauty and fashion world continue to embrace virtual technology, this one-of-a-kind collaboration takes a step further into this digital-first future, enabling creators to push design boundaries and share their creations with a wider audience.

Rae's new hairstyle mirrors her adventurous, free-spirited, and outgoing personality, while the new colours convey Rae's creativity, mystery and sense of wonder – turning heads in both the real and virtual worlds.

"I'm completely blown away by my new hairstyle and the amazing colours! One bold cut - no regrets! It's about keeping your eye on the future, being willing to experiment and just going for it! To be styled by Kim Robinson was such an amazing experience. I knew I could trust him with his mastery in hairstyling and understanding of Asian beauty. He didn't just give me a new hairstyle; it's a reinvention! Looking good and feeling good is such a confidence booster. Standing out from the crowd, I feel even more empowered to take charge and be the changemaker I know I can be. Watch me and my new head of colour as I continue my adventures on social media to take over the virtual scene. World, look out!" enthused Rae.

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Kim Robinson personally giving Rae her new hairstyle in Hong Kong

“Beauty can be shown in any form, including in a virtual being like Rae. Rae was daring for change and looking for something new. I gave her a short bob hair style and colours that symbolise new beginnings, youth and joy. It takes courage and an adventurous mind to carry off these colours and Rae shows the world that women can be independent and bold. The new hairstyle for Rae can be executed in real life too! Just like Rae’s Instagram profile “I don’t dream, I do. Byte me.” If you want to try something new, don’t dream, just do it,” shares Mr Kim Robinson.

Rae, who has today amassed over 2.1K followers on [Instagram](#) and 250K followers on [Weibo](#), has also partnered brands and personalities who want to showcase their latest creations through melding fashion and technology. Earlier in January 2021, Rae was featured in a [photoshoot](#) with China’s number one female rapper VaVa. Last year, Rae made her [fashion debut](#) fronting the 2020 campaign for cult label Monsoon Patrol, followed by a [collaboration with sneaker designer](#) Mark Ong ([@mr_sabotage](#)) to launch a [sold-out SBTGxRae capsule collection](#). Rae was also featured on Team Night Owl Cinematics’ [YouTube](#) and [Instagram](#) pages.

Kim Robinson has become synonymous with style and known across Asia and beyond. His career spans more than four decades and has taken him to the catwalks of the world’s fashion capitals, pages of leading fashion titles earning a cavalcade of devoted A-list clients such as Kate Moss, Cindy Crawford, Michelle Yeoh, Sandy Lam, Zhang Ziyi, Gong Li, and most recently, soprano Renée Fleming and Paris Hilton. Kim has a flair for colour, particularly working with Asian hair. Believable beauty and an uncompromising attitude towards quality and excellence are central to his philosophy.

About Rae ([here.is.rae](https://www.hereisrae.com)) – 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 a standout short bob in soft and natural waves in an iconic bob of powder rose, purple and fuschia. 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, visit <https://www.hereisrae.com>.

Follow Rae’s urban adventures on her Instagram account: <https://www.instagram.com/here.is.rae>.

Rae is available for email interviews, photoshoots and collaborations.

Mr Kim Robinson is available for email interviews.

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For press visuals: <https://tinyurl.com/e8r348ch>

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