



DANIEL BOEY



Daniel Boey is a fashion director with sixteen years of experience in the fashion and lifestyle industry. His name is synonymous with creative show choreography and one of the most sought-after show producers in Asia.

He was also fashion consultant to the Design Singapore shows in London, Beijing, Shanghai and Milan, and creative director of the Singapore Fashion Festival in 2008. Daniel is the host of "Fashion Police" on 987fm and has presented fashion segments on "The Big Boutique" on Discovery Travel & Living. His extensive **international portfolio** includes some

of the most highly-publicised fashion events in the region, and includes work in London, Edinburgh, Berlin, Manchester, Bangkok, Ho Chi Minh city and KL. high-profile clients include Christian Dior, Louis Vuitton, Loewe, Valentino, Celine, Armani, Lanvin, Tiffany, G-star and m.a.c. He has also contributed to international style publications SURFACE and WALLPAPER.

CULT ICON

In recognition of his contribution and **impact** in the fast-paced fashion industry, Daniel has received numerous endorsements from various fashion and lifestyle houses, including G-Star, New Balance and Motorola