

For the man in a hurry

Keepers III: Tailored To Gentlemen

Carrie K Atelier

136 Bukit Timah Road

May 26, 2pm to 7pm

WHEN it comes to shopping, men generally like it fast. That's why *Keepers III: Tailored to Gentlemen* – a pop-up event featuring indie brands which are usually by appointment only – is the perfect pit stop for the man in a hurry.

Hosted by artisanal jewellery label Carrie K, the collaboration spotlights the brand's own handcrafted cufflinks and masculine accessories, and also includes Ed et Al's bespoke shoes (\$280 for ready-to-wear designs) and J Myers' artisanal leather goods (black tote at \$460 and watch strap at \$280).

And as hungry men are angry men, there's also champagne from Lollapalooza and ice cream by Creamier in two masculine flavours (because real men don't eat fruity sorbets). The flavours – Affogato Stout with Tahitian Vanilla and Dark Chocolate with Hand-Smoked Peppercorns – will be launched by the outfit, which avoids processed ingredients and insists on using local fresh produce as far as possible.

The latter flavour is a must-try: while spice and chocolate confectionery is getting increasingly common, Creamier's blend is subtler than the usual chilli-chocolate flavours. That's because the peppers are hand-smoked over lapsang souchang, a premium black tea sourced from Wuyi, China.

The Keepers series is all part of Carrie K's founder Carolyn Kan's philosophy. "I was looking to start an event that will help build the community of people who really appreciate well-crafted artisanal goods, and at the same time, to introduce the designers themselves," she says.

The ex-managing director of advertising firm M&C Saatchi took a year off from work in 2008 to tick items off her bucket list, but the detour turned into a second career instead.

"I ended up in Florence and met this silversmith who taught me his craft," she says. "It was one of those surreal experiences, when I made my first ring – the rain had just stopped, the sun was shining through ... it was a moment, and I knew I wanted to be a silversmith!"

"In Singapore we're used to fast fashion and disposable goods," continues Ms Kan, "whereas over there they do things slowly and give their crafting a lot of thought".

That's why Ms Kan now sells single cufflinks, because clients have given feedback that they always lose just one side of the pair. The quirky Chroma Rainbow Pebbles design for instance come with amethyst, green onyx, rose quartz, or blue agate (\$168 for a pair or half the price for one), and are meant to be mixed and matched.

Carrie K has also been picked up by Japanese designer Yohji Yamamoto, whose multi-label concept store Make One's Mark (MOM) will be the label's sole distributor in Japan.



FOR HIM ONLY

(Clockwise from left) Ed et Al's bespoke shoes; Carrie K's own handcrafted cufflinks; ice cream by Creamier; and J Myers watch strap

It's a lucky break like this which keeps indie designers going, especially when upkeep of a storefront is out of the question. "It's really difficult to get to the level of distribution I'm looking at," says Ms Kan, "but you have to find ways to grow and scale".

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MISS KAN

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