

Setting trends

by Soo Wern Jun

SEEKING to introduce a lifestyle cyberspace boutique to the fashion industry, Kaitlin and Summer is the brainchild of two friends, Erin Tan and Ng Li Yen. An aspiring retail distributor, Kaitlin and Summer aims to combine the best of current fashion with classic styles to stand the test of time catering to young and chic social butterflies and also young and hip working mothers.

"Kaitlin and Summer is designed to set trends and not to follow them. We provide a range of clothing which is not easily found at your regular mall. Everyone knows where to find designer clothes,

therefore we want to offer people the choice of wearing something which is not easily recognised, but has the same 'wow' factor," said Ng, co-founder of Kaitlin and Summer.

Making it an effort to maintain exclusivity of each item, the online boutique carries limited pieces of each collection. A collection which offers clothing according to changes of season, they include dresses, skirts, tops and as well as accessories with most pieces ranging from RM50 and above.

With various methods of payment and collection of its products, Kaitlin and Summer makes it easy for purchases from their online boutique.

Payment forms available include bank-transfers, door-step deliveries or convenient collection point for customers to pick up their purchases.

In conjunction with the launch of the website, Tan and Ng had also launched a programme which provides support and engagement to women and children in Malaysia and around the world, the Kaitlin and Summer's Heart. Under this programme, a percentage of Kaitlin and Summer's profits will be contributed to an initiative or cause supported by Kaitlin and Summer and its founders.

In the near future, Kaitlin and Summer hopes to expand its arm to countries outside Asia and has laid out plans and strategies to reach its goal. With a signature eye for identifying the ever-changing and upcoming fashion trends, the online boutique will make available labels such as BOYY, where its celebrity clientele includes Chloë Sevigny, Lou Doillon and Amber Valletta.

"We're very excited to bring BOYY into Malaysia for the first time. My favourite is the Frank. It is a must for every girl, it's perfect in size and for any outfit!" says Tan.

BOYY Fall/Winter Collection will be available exclusively on the website late 2009. For more details on the online boutique, visit www.kaitlinandsummer.com.



Victorian Navajo Feather Necklace.

Irene See and her paintings.



above: Kaitlin and Summer - Leona

below: Accessories.



The founders ... Erin Tan (left) and Ng Li Yen.

