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Announcement of Appointment of Non-Executive Director *

* Asterisks denote mandatory information

Name of Announcer *	THE STYLE MERCHANTS LIMITED
Company Registration No.	N.A.
Announcement submitted on behalf of	THE STYLE MERCHANTS LIMITED
Announcement is submitted with respect to *	THE STYLE MERCHANTS LIMITED
Announcement is submitted by *	Michael Ng Lai Yick
Designation *	Executive Chairman
Date & Time of Broadcast	10-Nov-2010 19:19:16
Announcement No.	00197

>> Announcement Details

The details of the announcement start here ...

Date of Appointment *	10-11-2010
Name of person *	Flora Zeta Pavlova CHEONG-LEEN
Age *	50
Country of principal residence *	China
The Board's comments on this appointment (including rationale, selection criteria, and the search and nomination process) *	Upon the recommendation of the Nominating Committee, which had reviewed the qualification and experience of Flora Zeta Pavlova CHEONG-LEEN, the Board of Directors approved her appointment as a Non-Executive Director of the Company.
Whether appointment is executive, and if so, the area of responsibility *	Not applicable
Job Title (e.g. Lead ID, AC Chairman, AC Member etc.)	Non-Executive Director
Working experience and occupation(s) during the past 10 years *	Please see Attachment I

Shareholding * in the listed issuer and its subsidiaries *	Nil
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Familial relationship with any director and/or substantial shareholder of the listed issuer or of any of its principal subsidiaries *	Nil
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Conflict of interest (including any competing business) *	Nil
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>> Other Directorships#

These fields are not applicable for announcements of appointments pursuant to Listing Rule 704(9)

Past (for the last 5 years)	Please see Attachment II
Present	Please see Attachment II

>> Information required pursuant to Listing Rule 704(7)(h)

Disclose the following matters concerning an appointment of director, chief executive officer, general manager or other officer of equivalent rank. If the answer to any questions is "yes", full details must be given.

- | | |
|--|--------------------------|
| (a) * Whether at any time during the last 10 years, an application or a petition under any bankruptcy law of any | <input type="radio"/> No |
|--|--------------------------|

jurisdiction was filed against him or against a partnership of which he was a partner at the time when he was a partner or at any time within 2 years from the date he ceased to be a partner?	
(b) * Whether at any time during the last 10 years, an application or a petition under any law of any jurisdiction was filed against an entity (not being a partnership) of which he was a director or an equivalent person or a key executive, at the time when he was a director or an equivalent person or a key executive of that entity or at any time within 2 years from the date he ceased to be a director or an equivalent person or a key executive of that entity, for the winding up or dissolution of that entity or, where that entity is the trustee of a business trust, that business trust, on the ground of insolvency?	<ul style="list-style-type: none"> ● No
(c) * Whether there is any unsatisfied judgment against him?	<ul style="list-style-type: none"> ● No
(d) * Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving fraud or dishonesty which is punishable with imprisonment, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such purpose?	<ul style="list-style-type: none"> ● No
(e) * Whether he has ever been convicted of any offence, in Singapore or elsewhere, involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or has been the subject of any criminal proceedings (including any pending criminal proceedings of which he is aware) for such breach?	<ul style="list-style-type: none"> ● No
(f) * Whether at any time during the last 10 years, judgment has been entered against him in any civil proceedings in Singapore or elsewhere involving a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere, or a finding of fraud, misrepresentation or dishonesty on his part, or he has been the subject of any civil proceedings (including any pending civil proceedings of which he is aware) involving an allegation of fraud, misrepresentation or dishonesty on his part?	<ul style="list-style-type: none"> ● No
(g) * Whether he has ever been convicted in Singapore or elsewhere of any offence in connection with the formation or management of any entity or business trust?	<ul style="list-style-type: none"> ● No
(h) * Whether he has ever been disqualified from acting as a director or an equivalent person of any entity (including the trustee of a business trust), or from taking part directly or indirectly in the management of any entity or business trust?	<ul style="list-style-type: none"> ● No
(i) * Whether he has ever been the subject of any order, judgment or ruling of any court, tribunal or governmental body, permanently or temporarily enjoining him from engaging in any type of business practice or activity?	<ul style="list-style-type: none"> ● No
(j) Whether he has ever, to his knowledge, been concerned with the management or conduct, in Singapore or elsewhere, of the affairs of :-	
(i) * any corporation which has been investigated for a breach of any law or regulatory requirement governing corporations in Singapore or elsewhere; or	<ul style="list-style-type: none"> ● No

(ii)* any entity (not being a corporation) which has been investigated for a breach of any law or regulatory requirement governing such entities in Singapore or elsewhere; or

• No

(iii)* any business trust which has been investigated for a breach of any law or regulatory requirement governing business trusts in Singapore or elsewhere; or

• No

(iv)* any entity or business trust which has been investigated for a breach of any law or regulatory requirement that relates to the securities or futures industry in Singapore or elsewhere,

• No

in connection with any matter occurring or arising during that period when he was so concerned with the entity or business trust?

(k) * Whether he has been the subject of any current or past investigation or disciplinary proceedings, or has been reprimanded or issued any warning, by the Monetary Authority of Singapore or any other regulatory authority, exchange, professional body or government agency, whether in Singapore or elsewhere?

• No

>> Information required pursuant to Listing Rule 704(7)(i)

Disclosure applicable to the appointment of Director only.

Any prior experience as a director of a listed company?

• No

If no, please provide details of any training undertaken in the roles and responsibilities of a director of a listed company.

The Company will arrange for Dr Flora Zeta Pavlova CHEONG-LEEN to receive relevant training to familiarize herself with the roles & responsibilities of a director of a listed company in Singapore.

Footnotes

Attachments

 AttachmentI.pdf

 AttachmentII.pdf

Total size = **73K**
(2048K size limit recommended)

Close Window

FLORA ZETA (Hon.) PhD
(Zhang Elizabeth Tian Ai)

Biography

Flora Zeta (Zhang Elizabeth Tinai) (Hon.) PhD is a true citizen of the world, with father Hilton Cheong-Leen's root from South America and mother Pauline Cheong-Leen from China, and offices in Los Angeles, London, New York, Hong Kong, Beijing and Shanghai.

One of Hong Kong's most acclaimed and dynamic entrepreneur, creative directors, TV producers and fashion designers, this former ballerina and actress has created award winning design collections, managed and hosted over 50 television productions especially with TV Broadcasts, Cable TV, Asia TV, Shanghai TV, Oriental TV, Phoenix TV, and worked as image director for clients including Nina Ricci, Conde Nast, French Vogue, Milan's, GRUPPO GFT Italy and Vidal Sassoon.

Flora had a truly international childhood - attending schools at The Royal Ballet in London, Hong Kong, Paris and the United States.

At London's Royal Ballet School/Company, Flora studied dance, choreography, costume design, stage direction and theatrical production. It was while studying costume design that Flora became enchanted by fabrics, and the art of creating something from nothing.

After dreaming up award-winning costumes for operas including M. Butterfly and Romeo for opera houses around the world, Flora launched her first clothing line, Pavlova, in 1981. Pavlova was followed by the exotic Tian Art label, and now Flora Zeta couture collection, inspired by her own life and family roots.

Flora's creations have graced the runways at major shows in the U.S., Asia, and Europe including New York's 7th of Sixth, the Mercedes Australian Fashion Week, Hong Kong Fashion Week, along with shows in France, Russia, Germany, and the UK.

A motivational speaker, Flora has reached thousands around the globe through her image building seminars and leadership talks.

Flora is currently the founder, CEO and the Creative Director of Flora Zeta LLC, Flora Zeta Boutique, Techno Artists Fashion Designs Inc., Pavlova (Holdings) Limited, Tian Art Foundation Ltd., Tian Art International Co., Ltd and Flora Tinai Fashion Design House.

Flora has been a leader in many cultural and charitable organizations, including the Hong Kong Jockey Club, the Hong Kong Ballet, Hong Kong Council of Performing Arts, Arts for the Disabled Association, Hong Kong Civic Association, the Hong Kong Council of Early Childhood Education and Services, Hong Kong Community Chest, etc.

Flora's success as a creative director, TV producer, fashion designer and entrepreneur, coupled with her background in dance and performing arts has won her many awards internationally including: The World Outstanding Chinese Award in 2007, The Ten Outstanding Young Persons' Award in 1990, The Outstanding Montblanc Business Ladies of the Year 2001 Award, The French Chamber of Commerce Award of "Women of the 21st Century" by Veuve Clicquot Ponsardin, Italian Award for the Most Inspiring Modern Women by Marina Rinaldi, The Les must de Cartier Best Dress Award, The Best Costume Design Award of the Royal Ballet Choreographic Competition in U.K., The Australian Fashion Design Award represented by "Catwalk 97" in Perth Australia, "Nokia Design Star Odyssey" Award, The Colourful Fashion Designer Life Award by Casio Japan, The Best Designer Personality Award for the Ceremony of the National Day of China, The Ten Most Famous Brand Name Grand Prize in China "天 art", The Outstanding Fashion Designer 2002 Rado Timeless Award, The Shanghai International Fashion Week "Best Designer" Award, The Kenneth Macmillian Choreographic Award Competition in U.K. and The Korean Fashion Designer Award by Korea Fashion Festival.

**THE STYLE MERCHANTS LIMITED
ATTACHMENT SHEET**

Past Directorships

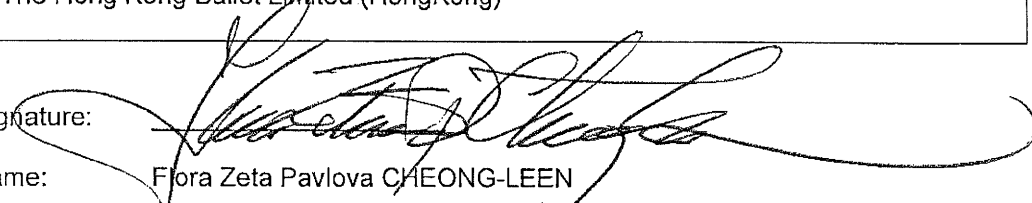
NOT APPLICABLE

Present Directorships

1) Tian Art International Co Ltd (Hong Kong)
2) Tian Art Foundation Limited (Hong Kong)
3) Techno Artists Production Co Ltd (Hong Kong)
4) The Conservatory of International Style and Cultural Arts Limited (Hong Kong)
5) Eighth Element Management and Company Inc. (U.S.A.)
6) 88 Amore Rice LLC (U.S.A.)
7) The Hong Kong Ballet Limited (HongKong)

Signature:

Name:


Flora Zeta Pavlova CHEONG-LEEN