



Quirky touch for pizzazz

Entrepreneur
Lai Shanru enjoys
pairing chic outfits
with interesting
accessories

Q&A

Alyssa Woo

Lai Shanru, 27, single, Singaporean
co-founder of online cashback
shopping platform ShopBack.sg

How would you describe your
style?
I would say laidback chic, but I

occasionally enjoy jazzing up my
outfit with a quirky touch, such as a
statement necklace or shoes, to
keep things interesting.

**When did your interest in
fashion start?**

It started when I entered Singapore
Management University and no
longer needed to wear a uniform.
There was so much more room to
express myself.

**Who are your favourite
designers?**

I do not stick to any specific
designer or brand as my taste is
varied.

But I love Australian labels such
as Finders Keepers and C/meo
Collective, as well as London-based
label Self-Portrait, because of the
interesting silhouettes and
gorgeous materials used.

Do you have any style icons?

American socialite Olivia Palermo
and Australian Nicole Warne of
style website Garypeppergirl.com.

They always look effortlessly
polished and can pull off a
multitude of styles, be it classic,
casual or glamorous.

**What are the favourite pieces in
your wardrobe?**

A psychedelic vintage-print dress
(photo 1) by London designer John
Zack; a pair of blue jacquard
cropped pants (photo 2) that looks
good with almost anything; and a
pair of River Island purple-gold
suede heels (photo 3) that instantly
spruces up any outfit.

**Do you have any weaknesses
when it comes to shopping?**

Stand-out pieces that have a unique
touch, such as an asymmetrical
structure and an uncommon blend
of textures. And shoes.

**What is your favourite splurge
piece?**

A Givenchy Antigona handbag
(photo 4) I rewarded myself with
after my first few years of work.

It has a unique stitch detailing

unlike most Antigonas, which are
quite plain.

I do not usually spend a lot, but I
fell in love with this bag because of
its shape and detailing. It cost
\$2,400.

**Is there a purchase you have
regretted?**

Many, as I used to make impulse
buys when I was younger.

I bought a pair of flats that cut me
so badly on the first few wears that I
have never worn them since.

**What is your most recent fashion
purchase?**

A pair of black leather sandals
(photo 5) from Asos.com that
are super comfy and affordable at
\$25.

**What is the best shopping or style
advice you live by?**

You do not have to spend a bomb to
look good. I usually spend \$30 to
\$50 for a piece of clothing.

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Clothes with
interesting
silhouettes
attract
Lai Shanru
(above).

ST PHOTOS:
ALICIA CHAN