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Headline: A celebration of artistry, culture and innovation



## A CELEBRATION OF ARTISTRY, CULTURE AND INNOVATION

Luxury lifestyle media brand, ICON, marked its 20th anniversary with a grand ball, paying tribute to a storied legacy while also spotlighting young trailblazers shaping the future of business.

At ICON Ball 2025, the past and future converged in spectacular fashion. The annual glitzy event, held on April 30 at Shangri-La Singapore, celebrated a 20-year milestone for the leading Chinese luxury lifestyle media brand.

Themed "A New Era, Reimagined," the ICON Ball brought about 300 guests together, including luminaries from business, society, and the arts, who pulled no stops in dressing to theme.

For two decades, ICON has positioned itself at the forefront of luxury, art, culture, and artistic excellence. It has chronicled the journeys of Singapore's most remarkable and influential women — each embodying the essence of what it means to be iconic in their respective fields.

Delivering the keynote address, lawyer and cultural advocate, Joy Tan, praised ICON's role in elevating Chinese culture and the arts in Singapore. The evening also featured a special performance by acclaimed Singapore violinist Lynnette Seah, who played a powerfully evocative rendition of Salut d'Amour.

Guests indulged in a sumptuous culinary experience, masterfully crafted by the chefs at Shangri-La Singapore, and perfectly paired with sustainable wines from Small Story Singapore and the bold, smooth flavours of Fenjlu's baljiu.

Throughout the night, guests enjoyed the immersive experience. From BMW Singapore's exclusive first look at the fully electric BMW i7 xDrive60 Pure Excellence, an engineering feat, to the stunning illuminated photo booths of Clé de Peau Beauté, ION Orchard and Diamond2 – it was a high-octane, fun and spirited celebration.

ICON Ball 2025 was presented by BMW Singapore, Clé de Peau Beauté, ION Orchard, Roger Vivier, Fiore Dorato, Diamond2, Air 7 Asia, Fenjiu International and supported by Small Story Singapore.







## STYLE AND SUBSTANCE:

## 20 BEST DRESSED LADIES DAZZLE AT THE ICON BALL

A perennial highlight of the ICON BALL, the 20 Best Dressed celebrates more than just glamour — it honours women whose fashion choices reflect individuality, creativity, and a deep understanding of the evening's theme.

This year, the spotlight fell on striking looks that blended high fashion with personal storytelling. Former Lawyer Karen Ong-Tan stunned in fluid, sculptural silks by Iris van Herpen, while philanthropist Amanda Toh-Steckler turned heads in a dazzling Frederick Lee creation, showcasing the talent of Singapore's own couture scene. Each ensemble told a story, transforming the ball into a runway of vision and artistry.

LEFT: Former lawyer Karen Ong-Tan, dressed in an Iris van Herpen archival piece specially flown in for the occasion

RIGHT: Philanthropist Amanda Toh-Steckler, donned a piece by Singapore veteran couturier, Frederick Lee

## As part of its commitment to spotlighting visionary leadership, ICON launched The Next ICON Awards to celebrate the next generation of business leaders who are shaping the future with innovation, purpose, and resilience. Inaugurated in 2023 and held in partnership with the Business Families Institute at Singapore Management University, the awards honours three trailblazing leaders under 40. Among them, Kia Jiehui, who has stood out for steering her family's precision engineering business toward sustainability and carbon reduction;

SHAPING THE FUTURE: THE NEXT ICON AWARDS

Among them, Kla Jiehui, who has stood out for steering her family's precision engineering business toward sustainability and carbon reduction; Ng Yi-Xian, who is redefining education through an innovative application of Al in EtonHouse's learning experience; and Woon Tien Yuan, who's bringing fresh life to the beloved Killiney Kopitiam brand, by seamlessly merging heritage with cuttingedge food technology and global ambition.



LEFT: The Next ICON Awards recipient Kia Jiehul with ICON's editor-in-chief Sylvester Ng and Academic Director of the Business Families Institute, Professor Kenneth Goh CENTRE: Ng Yi-Xian, Group CEO of EtonHouse International Education Group RIGHT: Woon Tien Yuan, Director of Killiney Group

AIRTASIA

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Roger Vivier

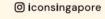
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