

## MUS ZENITH AFFAIR RAISES FUNDS FOR DEMENTIA SINGAPORE FOR 4TH YEAR RUNNING

*MUS Zenith Affair's Give While You Get fundraiser for Dementia Singapore begins with a series of jewellery design workshops and culminates in a grand auction dinner in November*

**2<sup>nd</sup> October 2023, Singapore** – Local bespoke jewellery boutique MUS Zenith Affair is kicking off its fourth run at raising funds for Dementia Singapore with a diverse line-up of events, starting this August.

MUS Zenith Affair (MUS.za) is no stranger to the concept of giving back. As a testament to founder Esther Ho's passion, love, and care for the elderly and community at large, she was recently awarded the Friends of Community Care (FOCC) Awards by the Agency for Integrated Care. The FOCC Awards recognise partners outside the Community Care sector that have achieved excellence in supporting and growing the Community Care sector.

Following its highly successful fundraising campaign *Gems for Generations* in 2022 which saw over 150 guests participate in an auction that raised \$255,000 for Dementia Singapore, Ms Ho coined the ongoing fundraising campaign *Gems for Good*, as a tribute to her deep-seated association with the dementia cause.

Ms Ho says, "The natural allure of fine jewellery lasts a lifetime. Their precious stones span generations and their stories help bring these pieces to life; and I want to help owners retain their stories for a lifetime. I can attest to that because some of the most precious jewellery that I own and wear hold deep sentimental value, as they belonged to my late mother, who had mild dementia. I wanted to keep her memory close to my heart, so I re-styled some of her them to suit my style. This is also my source of inspiration when I decided to name this year's fundraising campaign *Gems for Good*. I want to express my support to Dementia Singapore *For Good* because it is *For a Good* cause."

"That is also why we are organising a series of jewellery design workshops to kick-off the fundraising campaign in August, for families and friends to participate and add new life and meaning to their beloved jewellery", Ms Ho added.

MUS Zenith Affair is also hosting an in-store charity fundraising photoshoot with guests to help spread awareness of dementia. Through this move, all patrons who purchase jewellery and participate in the photoshoot are #charityambassadors.

“Spreading awareness of dementia is crucial in dismantling the stigma associated with the condition”, said Jason Foo, CEO of Dementia Singapore. He added: “Our vision is a dementia-inclusive society, and we can only move closer to this if our community understands and works with us in ensuring our neighbourhoods are safe and conducive for persons living with dementia and their caregivers.”

The *Gems for Good* campaign will culminate in a charity auction gala dinner on 9 November. This year’s charity auction builds on last year’s success and is in line with Ms Ho’s motto: “Give While You Get”, with more stepping forward and donating their pre-loved items to give back to the dementia community. Donors will receive a token of appreciation from MUS Zenith Affair regardless of how they choose to contribute. Three youths, including Ms Ho’s granddaughter, Victoria Grace Lee, have been invited to design a piece each for the evening’s charity auction, where 100 per cent of sales go to supporting Dementia Singapore.

Held at the iconic Raffles Hotel, where the jewellery boutique was established, over 100 guests are expected to participate in the evening’s charity auction, which will be hosted by Mr Bernard Lim, Director of Advocacy & Communications of Dementia Singapore, and Ms Ho’s granddaughter, Victoria. All cash donations, as well as net proceeds raised through the auction of a plethora of new and preloved jewellery, food and beverage vouchers, and spa experiences, will be donated to Dementia Singapore. True to Ms Ho’s generosity, she has already generously pledged \$50,000 prior to the charity auction gala dinner through funds and gifts she received during her birthday celebration.

“Valuable supporters of our cause, such as Esther, encourage us at Dementia Singapore to go above and beyond to provide our clients and their caregivers with the assistance they deserve,” said Mr Foo. “With all sincerity, thank you, MUS Zenith Affair, for your generosity and unwavering support.”

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## **For Media Enquiries**

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## **About Dementia Singapore**

Dementia Singapore was formed in 1990 as the *Alzheimer's Disease Association* to better serve Singapore's growing dementia community, increase awareness about dementia, and reduce the stigma surrounding the condition. As Singapore's leading Social Service Agency in specialised dementia care, Dementia Singapore aims to advocate for the needs of people living with dementia and their families; empower the community through capability-building, knowledge and consultancy; and deliver quality, person-centred care innovations. For more information, visit <http://dementia.org.sg>

## **About MUS Zenith Affair**

In November 2019, MUS Zenith Affair (Museum of Zenith Affair) was set up to showcase fine jewellery masterpieces that are museum worthy. Spearheaded by veteran, Esther Ho, the store offers both Singaporeans and international visitors show-stopping jewellery as well as the experience of having their dream gems sourced or finding them in-store to be customised with a bespoke jewellery design service. With its prime location in the iconic Raffles Hotel Singapore arcade, the 1,000sqft space boasts of an elegant, off-white interior that perfectly complements the refurbished hotel. Akin to the parlour in each of the hotel's suites, a parlour within the store offers complimentary champagne and whisky for its guests, serving as a private area to lounge in while selecting fine jewellery and art.

## **About Zenith Affair**

Zenith Affair is one of Southeast Asia's most exclusive and Elite Jewellery Consultants and Event Organizer. Established in 2005 by enigmatic businesswoman, Esther Ho, Zenith Affair has managed and marketed renowned Jewellery brands bringing them to the forefront of Southeast Asia's Jewellery scene. As one of the most established at luxury exhibitions, private parties, media and product launches, Zenith Affair remains at the pinnacle of excellence and elegance in showcasing a dazzling array of luxury Jewellery collections and premier brands with the finest attention to aesthetics and detail.

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## FACTSHEET

**Website:** <http://www.mus-za.com/>

**Facebook:** @MUSZenithAffair

**Instagram:** @muszenithaffair

**Address:** 328 North Bridge Road #01-01 Singapore 188719

**Opening Hours:** Monday to Friday, 10:30am to 7:30pm  
Saturday to Sunday, 10:30am to 7:00pm

**Direct donation to Dementia Singapore:** <http://bit.ly/Gemsforgood2023>