

**MS ELIM CHEW**  
77<sup>TH</sup> STREET  
Founder & President  
Streetwear Fashion & Accessories Guru  
Youth and Young Adults Champion



Ms Elim Chew is the Founder and President of 77<sup>th</sup> Street (S) Pte Ltd.

Elim founded 77<sup>th</sup> Street in 1988. Her first foray into the retail industry has since revolutionized the streetwear fashion and accessories scene in Singapore. In 2004, 77<sup>th</sup> Street became Singapore's first retailer to set up a shopping mall – 77<sup>th</sup> Street Plaza in Beijing, China, and 77<sup>th</sup> Street was the first fashion retailer to win the prestigious *Singapore Promising Brand Award – Most Distinctive Brand* awarded by ASME and Lianhe Zaobao.

Today, 77<sup>th</sup> Street is the leading youth and young adults fashion chain in Singapore with 15 outlets locally, a wholesale distribution network in Mumbai, India and a shopping mall in Xidan, Beijing called 77<sup>th</sup> Street Plaza.

Currently, Elim sits in over 20 committees including several public service and community organizations such as the Programming Committee of \*scape, an iconic two-hectare youth community space in Orchard Road; and Culture Action Crucible Committee for the Action Community for Entrepreneurship (ACE) of Ministry of Trade and Industry. As Founding Member and Director of Social Innovation Park (SIP), Elim champions Pop and Talent Hub, PaTH – Singapore's first social enterprise talent development arts market, taking residence at the mega-mall VivoCity.

Elim's accolades include being named Most Promising Woman Entrepreneur awarded by The Association of Small and Medium Enterprises (ASME) in 2001, Mont Blanc Businesswomen Award in 2002, Young Woman Achiever Award awarded by Her World, and Leadership and Mentoring Award awarded by Research Communications International in 2003.

In addition to expanding her retail businesses, Elim's passion for youth empowerment and the arts also led her to develop GetALife, which currently is a 100,000 members CRM programme connecting youth and young adults to the latest in fashion, entertainment, education, fun and lifestyle. The GetALife Team played an active and pivotal role in driving support for Singapore's win in the inaugural Youth Olympic Games 2010 bid.