

## 30 Years of Redefining Singapore Corporate Gifting Experience

Founded in 1990, La Belle Collection has been one of the key innovators in pioneering the luxury gift-giving industry with exceptional experiences for our esteemed clients. In 2020, we celebrate our 30<sup>th</sup> anniversary milestone as Singapore's largest preserved orchid gift crafter.

In alignment with our vision, we persistently work towards continuous improvement and acquiring the latest technologies in our orchid preservation niche, so as to fulfil our mission - an aim to craft the most beautiful orchid gifts to achieve the pure admiration and create meaningful impressions on the end receiver.

Our specialty is the uniquely hand-crafting of preserving elegant orchids and presenting as alluring gifts for our distinguished clients. We curate our crafting processes carefully, by maintaining a balance between traditions and organic design principles, so as to ensure the highest quality is delivered to our clients via exclusive workmanship on each and every piece of orchid art.

For instance, our orchid creation portfolio has more than 500 unique designs, ranging from splendor home decorations to purposeful memento souvenirs like fridge magnets at attraction spots. We also value add to our MNC clients by customizing orchid gifts for their corporate events, especially in the field of catering to Meetings, Incentives, Conventions and Exhibitions needs.

Despite the downturn due to the pandemic, our spirit to strive for customer satisfaction, innovation and constant growth will always remain. As we strongly believe this is our competitive edge needed in today's ever-changing challenging business environment, by fine-tuning our methodologies to achieve consistency in quality and value adding to our clients with these attributes in keeping the gift-giving scene vibrant and interesting.