

# Who's the Boss?

*Smart is the catchword for corporate head honchos in the boardroom. Simone Pitsis reports on three class acts*

**W**hen Wendi Chan lived in San Francisco she wore a different outfit every day. But being a fan of the dress, the stunning mother of three needed a different one a day – an ambitious objective, but one she swears she lived up to.

When she moved to Indonesia, Chan had a team of designers make her party dresses. Now running her spa, Pink Parlour, the former model has little time for such efforts. These days, she says her style changes with her mood, but dresses still top the list. "Appearance is very important in this industry because you are projecting an image of the company. Style is about being myself and being comfortable. I took a long time to discover my own style – initially I was just following trends – but you have to feel good."

Chan says she plays with a variety of brands, opting for outfits with detailed embroidery and beading. Here she wears a silk Hugo by Hugo Boss – a little black dress with shoestring straps and beaded top. "There is a very distinctive Singaporean style," she confirms. "Ten years ago nobody bothered to coordinate their clothes but we have moved on quite a lot. Things have really changed."

Chan says she tries to spend as much time as possible with her three children, aged four, six and eight. While Pink Parlour takes up most of her time, she is happiest when she is with her two daughters and son. Her eight-year-old daughter is already fashion conscious, she says, and dresses herself up and talks about the who's who of the fashion world. "I try to take the whole weekend out to spend with my kids. Work takes up so much time so I love just spending time together. I wish it could be more."

## WENDI CHAN

Age: 36

Occupation: MD, Pink Parlour

Fashion Statement: Discover your own style

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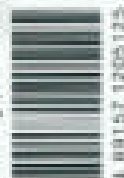
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