

**STRICTLY EMBARGOED TILL 14 MAY 2023, 1600 HOURS.**

## **An Ode to Moms: HomeTeamNS teams up with SHEIN to honour Everyday HERoes of Home Team National Serviceman with a fashion runway.**

*HomeTeamNS revitalises its 2-year Family Membership campaign to honour and appreciate the mothers and wives of Home Team National Servicemen, including a collaboration with SHEIN.*

**SINGAPORE, 14 May 2023** — HomeTeamNS re-launched the Everyday HERoes campaign on Mother's Day with a fashion runway show modelled by Home Team Operationally Ready National Servicemen (NSmen) and their mothers and wives, in collaboration with fashion brand SHEIN. As part of the campaign, mothers and wives of Home Team National Servicemen can opt-in to enjoy a 2-year Family Membership with exclusive perks, event invites, and benefits at a nominal fee of \$10. **Ms Sun Xueling, Minister of State for Home Affairs and Social and Family Development**, was the Guest-of-Honour at the event held at HomeTeamNS Bedok Reservoir, which was attended by 100 NSmen and their mothers and wives.

*The Everyday HERoes Fashion Show spotlighted themes of empowerment and inclusivity, recognising the important contributions of mothers and wives in their sons and husband's NS journey.* Mothers and wives were invited to select clothes from the SHEIN collection that express their and their family's personalities. Wearing the outfits they selected, the women modelled the clothes down the runway, accompanied by their husband, son(s) or entire family, in celebration of mutual partnership and support. The pieces handpicked by these mothers and wives will also be featured on SHEIN's digital platforms, as part of the collaboration. To commemorate the special occasion and to show appreciation to their Everyday HERoes for their unwavering support, the NSmen also presented bracelets from the SHEIN collection to their loved ones.

### **Appreciating Everyday HERoes in Every Household**

First launched in 2019, the Everyday HERoes campaign has benefited over 16,000 Home Team National Servicemen and their families. In this second edition, HomeTeamNS will expand its membership perks to offer more female-centric products and services, such as

women's health and wellness, fashion and beauty perks to support these extraordinary ladies' social, lifestyle, and recreational needs.

In her speech, Ms Sun Xueling emphasised the importance of family support in all National Servicemen's National Service journey, adding that mothers and wives play an integral role in ensuring that they can balance their duties to their family and the nation, and serve the nation with peace of mind.

HomeTeamNS Chief Executive, Agnes Eu, further emphasised in her speech, that while HomeTeamNS affirm the contributions and sacrifices of Home Team National Servicemen, it is just as important to recognise the support from the individuals around them. ***"Through this campaign, and having our National Servicemen's mothers and wives on board, we hope they will feel appreciated and rewarded. We have expanded our offerings to include more female-centric and family-centric perks.*** This will give them access to exclusive and relevant perks and privileges at an affordable rate that can ***support them in pursuing their aspiration while providing a shared avenue for the family unit to bond.***" Through this collaboration and future partnerships, HomeTeamNS members and their families can look forward to more fashion, lifestyle, recreational, and personal development offerings that aim to uplift and empower these extraordinary women to look good, do good, and feel great about themselves.

SHEIN Singapore General Manager, Leonard Lin said, "This Mother's Day, we are happy to collaborate with HomeTeamNS to honour and celebrate the important women in the lives of the Home Team National Servicemen. **The collaboration is a meaningful opportunity for SHEIN to support and empower women and their families.** We are glad that the participants were able to handpick items from SHEIN's collection that showcased their personalities and unique styles on the runway. As a global lifestyle and fashion e-retailer, there is something for everyone at SHEIN, including fashion for men and kids, as well as home and living essentials."

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## About HomeTeamNS

HomeTeamNS is a non-profit organisation set up to recognise the invaluable contributions of the Singapore Police Force (SPF) and Singapore Civil Defence Force (SCDF) NSmen to the safety and security of the nation. HomeTeamNS aims to build a greater sense of camaraderie amongst SPF and SCDF National Servicemen by providing a shared environment for them to network and build bonds through sporting and social activities.

HomeTeamNS has a membership base of over 260,000 NSmen, with four clubhouses conveniently located at Balestier, Bedok Reservoir, Bukit Batok and Khatib and actively renews its commitment to be the desired place for National Servicemen and their families to get together, have fun and feel proud to be part of the Home Team family. The clubhouses are equipped with sports and recreational facilities such as gyms, villas, food and beverage establishments and child-friendly facilities and enrichment centres. For more information, please visit [www.hometeamns.sg](http://www.hometeamns.sg).

## About SHEIN

SHEIN is a global fashion and lifestyle e-retailer committed to making the beauty of fashion accessible to all. We use on-demand manufacturing technology to connect suppliers to our agile supply chain, reducing inventory waste and enabling us to deliver a variety of affordable products to customers around the world. From our global offices, we reach customers in more than 150 countries. To learn more about SHEIN, visit [www.SHEINgroup.com](http://www.SHEINgroup.com)

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