

Retaining its lustre through challenging times

Formerly known as Lizard Storm since 1995 and rebranded in 2020, The Advocators & Co is in the business of helping brands grow and scale their operations

revamped its formula, moving away from the familiar tent in the heart of Orchard Road to now include a digital element.



The founders of the JeweLuxe brand combine their strengths in marketing and strategy to help transform and elevate businesses.

PHOTO: THE ADVOCATORS & CO

By Justin Chua

The Advocators & Co, headed by Ms Angela Loh and Mr Nelson Lee, has a key focus on strategy formulation and digital transformation. Its clients over the decades include Health Promotion Board, Keppel Land, Lee Hwa Jewellery and Paolo Costagli. It is also the brains behind Singapore JewelFest, which took place from 2003 to 2016, before rebranding it as JeweLuxe® Singapore. This year, The Advocators & Co has been recognised as one of the fastest-growing companies in Singapore for the first time in a list compiled by The Straits Times and global research firm Statista. We talk to Ms Angela Loh about JeweLuxe® Singapore, the brand she co-founded with Mr Nelson Lee.

How did Mr Lee and yourself meet and what have you learnt so far since setting up the company?

My previous company, Lizard Storm, was a client of the agency that Nelson was part of. We share the same entrepreneurial spirit and vision, and our skills are complementary – myself with brand, business and marketing strategy and Nelson with digital processes and marketing. We also share a keen interest in further elevating sophisticated lifestyle brands, which is how JeweLuxe came about.

We co-founded and built the JeweLuxe brand in 2017 and its equity has grown exponentially since. Due to Covid-19 and the necessary restrictions on large-scale consumer events, we have

How did you move JeweLuxe to this new model?

Setting clear and defined goals each year for the festival's targets and performance is instrumental for us to keep up to speed with JeweLuxe's business growth. We invest in resources and marketing to ensure our stakeholders achieve their goals of being part of JeweLuxe. Staying open and objective to feedback and not ignoring but learning from failures are two measures that help us move forward to be better than the previous year.

JeweLuxe is typically curated for 70 per cent local shoppers and 30 per cent from overseas, but now we've had to adapt and create a model that we feel would satisfy exclusively local shoppers. This is one of the reasons we decided to spread the showcase to multiple locations across the country over an extended period.

What are your key takeaways from the pandemic?

Creation is a difficult process and a huge learning curve is definitely to be anticipated. Our five pointers to surviving the pandemic are: Stay optimistic, be ready to roll up your sleeves and do the hard work, be adaptable, do not give up, and collaborate and help each other.