

herworld

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BRANDFINANCE

TOP 100 SINGAPORE BRANDS 2013

THE 2013
LIST

50 MEN WE LOVE

FROM A
DELINQUENT-
TURNED-
LAWYER TO
S'PORE'S DAVID
BECKHAM

+ GIVEAWAYS
FROM THE
GUYS

THE 4 MONEY PALS WHO'LL MAKE YOU RICH

on pg 296

PICKED BY POPULAR
LOCAL FOOD BLOGGER:

10 HIPPEST FOOD TRENDS NOW

ABUSED WIFE CONFESSES

"I charged at my husband with a knife"

FIND YOUR NEW
HAIRSTYLE HERE!
FREE 40-PAGE
TRENDS
LOOKBOOK

FASHION'S NEW HIT COMBOS

- › mullet tops
and pants
- › slip dresses
and blazers
- › top-to-toe
grey suits

Why detox diets do more harm than good

Hokkaido hairy crab (from Japan), \$100 to \$400/kg. Oceans of Seafood at Pasarbella

Boston lobster (from the US), \$95 per kilogram, from Oceans of Seafood at Pasarbella.

(From left) San Miguel (from Mexico) organic green salsa, \$9, and red salsa, \$5.70, from Belmonte Latin Foods.



Terre Exotique diamond salt with grater (from France), \$46.50, from Culina.



GOURMET SHOPPING

> Organic chard from the US and hairy crabs from Hokkaido, anyone? These days, you can get almost any kind of gourmet ingredient, thanks to the many specialty supermarkets that have popped up. "Singaporeans are going straight to the suppliers – they want to cook with the same ingredients used by the cafe they just dined in," says Su-Lyn.

(From left) Huile d'Olive (from Turkey) extra virgin olive oil with natural bitter orange oil, and with natural garlic oil, \$22 each, from Caria at Pasarbella.



Dungeness crab (from Canada), \$95 per kilogram, from Oceans of Seafood at Pasarbella

Cicely green cardamom pods (from India), \$6.90 for 15g, from Five & Spice Kitchen at Pasarbella.



Cicely mace (nutmeg flower) (from Indonesia), \$4.90 for 10g, from Five & Spice Kitchen at Pasarbella.

Organic carrots (from the US), \$12 a bunch, from Supernature.



Organic chard (from the US), \$12 a bunch, from Supernature.



(Above, from left) The Provideure Tea We Adore range of teas (from India, China and Italy, blended in Singapore), \$18.50 to \$24.50, and premium cordial (from Australia), \$15.50, from The Provideure.



Ortiz anchovies in olive oil (from Spain), \$19.50, from Culina.

THE DEAL WITH FOOD BLOGS

"They're here to stay, but the scene has changed quite a bit. The most sophisticated bloggers now use an array of communication tools to interact with their audience. It's not just about posting pretty pictures and providing useful information anymore – it's about full-on engagement. They need to sustain conversations and provide a constant flow of content over multiple platforms." – SU-LYN