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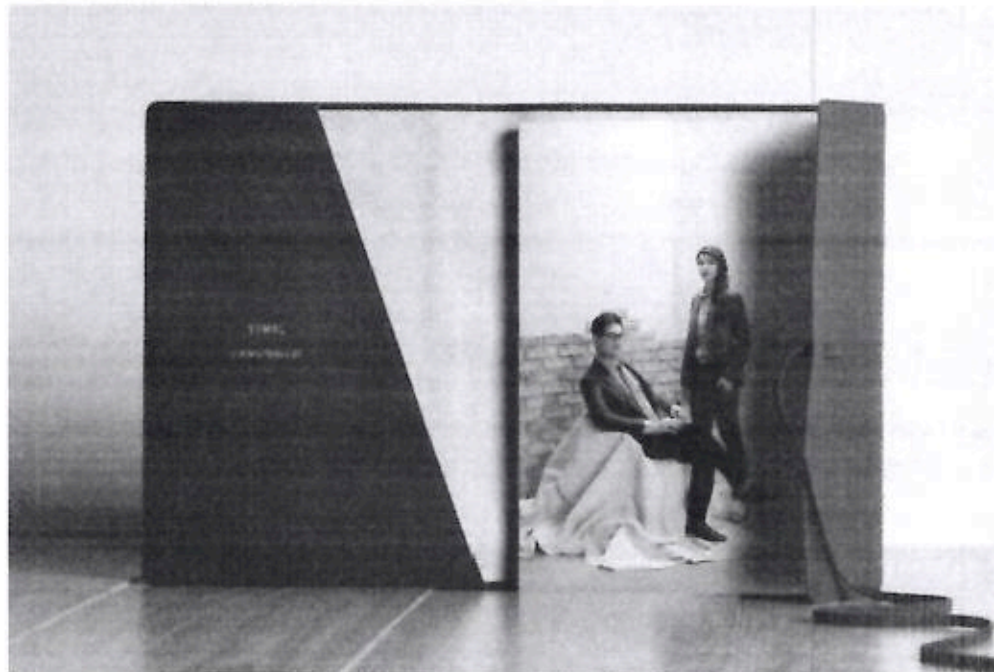
Bynd Artisan a big hit in Singapore: Founders Winnie Chan and James Quan lead the bookbinding atelier's success

Having found an audience in the frenetic pace of life, the duo's handmade, hand-grown brand mainstream.

KAREN TEE

The scented candle, the bespoke bookends. Their whiskies of choice – rum on the rocks for him and a Japanese highball for her – are in hand. Reclining comfortably in lounge chairs, Winnie Chan and James Quan are finally able to relax at the end of a long day.

This is a nightly ritual that the husband and wife, who are co-founders of custom bookbinding and leather-craft atelier [Bynd Artisan](http://www.byndartisan.com/) (<http://www.byndartisan.com/>), never miss. "After work, we have our whisky and talk on our balcony well into the night," says Quan, 49.



(<http://thepeakmagazine.com.sg/wp-content/uploads/2017/07/ThePeak-Interview-WinnieChanJamesQuan.jpg>)

CLOTHES (James) Wool tweed blazer, cotton shirt, cotton chinos and wool tie, from [Brunello Cucinelli](http://www.brunellocucinelli.com/en/) (<http://www.brunellocucinelli.com/en/>). Sneakers, from [Tod's](http://www.tods.com/) (<http://www.tods.com/>). (Winnie) Wool blazer, cotton shirt and wool trousers, from [Brunello Cucinelli](http://www.brunellocucinelli.com/en/). Leather heels, from [Roger Vivier](http://www.rogervivier.com/) (<http://www.rogervivier.com/>).

Indulging in conversation, away from any digital screen, is their balm for an increasingly hectic work and travel schedule, brought on by the trend-defying growth of their business since it launched in 2014. With the digitisation of Singapore's economy and a wave of people migrating to digital tools, stationery shops and bookstores have been shuttering at an alarming pace. Who would have wagered that an atelier featuring septuagenarian craftsmen sewing and hot-stamping personalised, leather-bound notebooks would have the slightest chance of survival?



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However, Bynd Artisan's revenue to date has tripled from its first year of operations, having tapped into a surprising pent-up demand for analogue products that inspire nostalgia. While Quan declined to reveal revenue figures, he shared that a "significant part" of their revenue is derived from bespoke corporate orders, with a "typical order" pegged at "high six-figure numbers".

APPEALING TO THE MILLENNIALS

On a recent weekday afternoon, as we seat ourselves around the dining table of Chan and Quan's condominium in Upper Thomson, the couple – who have been married for 20 years – rattle off a list of the international openings they are negotiating. "This year is going to be a watershed year," says Quan. Plans to take the brand to China, in partnership with luxury department store Lane Crawford, are under way. If negotiations with another business partner goes well, the brand will venture into the Middle East too, beginning with Dubai.

In Singapore, Bynd Artisan's presence continues to grow. In addition to the atelier in Holland Village and retail counters at [Pedder on Scotts](http://pedderon.scotts.com/) (<http://pedderon.scotts.com/>) and [Tangs](https://www.tangs.com/) (<https://www.tangs.com/>) at Tangs Plaza, two retail stores are slated to open in [Ngee Ann City](https://www.ngeeannity.com.sg/) (<https://www.ngeeannity.com.sg/>) and [Raffles City](http://www.rafflescity.com.sg/) (<http://www.rafflescity.com.sg/>) by next month.



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With light jazz playing softly and jeweller [Choo Yilin](https://chooyilin.com/) (<https://chooyilin.com/>)'s floral tea brewing in Scene Shang teacups, the couple take stock of how things have changed in just three years. As Quan dishes out cakes and pastries, Chan talks about their struggle to get started. In October 2014, they could not get a single mall to offer them retail space. Hence, Bynd Artisan's first atelier was located at the Chan family's factory in Boon Lay.

[John Clang](http://johnclang.com/) (<http://johnclang.com/>), a New York-based photographer and family friend, who had given them prescient advice to focus on the brand's Asian heritage, was indignant that the malls had turned them away. He told Chan: "Never mind, we will make the malls come to you."

Despite those challenging early days, Bynd quickly hit its stride, relying on an Instagram-worthy retail space and a savvy social-media marketing campaign to engage millennial customers. Digital influencers with strong social network followings were invited to bookbinding sessions where they tried their hand at customising notebooks.



As Clang predicted, the tables soon turned. Malls began beating a path to the duo's doorstep, as landlords sought out novel retail concepts. At the landowner's request, the upcoming Raffles City Atelier will host bookbinding and leather-craft workshops. These crafts, once considered dying trades, are seeing a resurgence among the younger crowd and are a way to draw people to retail hubs.

(RELATED: [Gentle Bones' Joel Tan on his Capsule Collaboration with Bynd Artisan](http://thepeakmagazine.com.sg/fashion-watcher/gentle-bones-joel-tan-on-his-capsule-collaboration-with-bynd-artisan/) (<http://thepeakmagazine.com.sg/fashion-watcher/gentle-bones-joel-tan-on-his-capsule-collaboration-with-bynd-artisan/>).

STARTING A NEW CHAPTER

The changing fortunes of this old-school business is not lost on the couple. Chan cut her teeth in the business as a third-generation director at Singapore-based Grandlux, a corporate paper product and gift supplier business her grandfather founded in 1942. She grew up collecting cute stationery products from the Sanrio universe of Hello Kitty and My Melody. Upon graduating with an economics degree from the University of California, Berkeley, in 1994, she asked her father for a job at Grandlux and only left last May to focus on Bynd Artisan.

Over the years, she endeavoured to start her own brand as she could not connect with the "utilitarian" look of Grandlux's products. Chan also wanted to sidestep the price-sensitive nature of the industry by coming up with a price-proof concept. The catalyst came about when the family moved their factory to Malaysia and a pool of production workers were earmarked for retrenchment. Together with Quan, who had previously operated a corporate gifting business, Chan retrained the employees and converted them from production workers to frontline craftsmen. Today, these workers, such as 75-year-old Chong Beng Cheng, are poster boys and girls for the brand.



The couple smile fondly as they recall demystifying millennial habits for their senior workers. For one, the craftsmen were initially concerned about young customers snapping photographs of the atelier. "We told them to let the customers take photos and spread the news about us," Chan says. Today, the elderly craftsmen are so well-versed in social media that they dispense photography advice to customers.

The brand's upscale take on this traditional business has proven to be a winning formula and it has garnered some of Singapore's most prestigious awards, including Best Shopping Experience at the Singapore Tourism Awards 2017, and the [President's Design Award \(https://www.designsingapore.org/presidents-design-award\)](https://www.designsingapore.org/presidents-design-award) – Design of the Year 2016.

TIMED FOR SUCCESS

The Peak Interview: 5 Questions with Winnie Chan and James Quan, Bynd Artisan



Their journey has been paved with a series of lucky breaks. Quan recalls how they were invited to set up at Tangs at Tangs Plaza in November 2014, a month after Bynd's Boon Lay atelier was launched. As their products were suitable for gifting, the brand was immediately popular with shoppers stocking up for the holiday season.

A year later, he received a late-night call from Tangs, asking if Bynd wanted to showcase its wares on the first floor of the department store. An international brand had pulled out suddenly. The catch – they had to make the move overnight.

"I remember lying in bed thinking about how we could get this done," Quan recalls. Still, he rallied his team and relocated the pop-up in time for the store's opening the following morning.

"I destroyed the escalator," Quan exclaims of the harrowing move, before Chan quickly interjects that the damage was more of a "nick".

The monumental effort paid off. Given their prime display position at Tangs, Bynd caught the eye of a visiting Lane Crawford team from Hong Kong. Soon after, the couple was invited by Peter Harris, president of the Pedder Group, which owns the luxury department store, to set up in Hong Kong.

(RELATED: [Bynd Artisan and Ong Shunmugam launch new collaboration \(http://thepeakmagazine.com.sg/fashion-watches/bynd-artisan-and-ong-shunmugam-launch-new-collaboration/\)](http://thepeakmagazine.com.sg/fashion-watches/bynd-artisan-and-ong-shunmugam-launch-new-collaboration/))

HOME-GROWN PRIDE

Successes aside, this whirlwind climb to the top of their game has left them with little time for their personal lives. They work 24/7 and barely have time to relax at home. "In the six years that we have lived here, I've not gone to the gym or used the pool even once," says Chan with a laugh. It's a good thing that their two children, Vera, 20, and Josh, 17, are old enough to be self-sufficient.

Despite their exhortation that they barely spend time at home, their place is filled with little touches that inspire them. A curated selection of artworks by Singapore artists graces the home, including an abstract painting by Andre Tan and a contemporary landscape by Wyn-Lyn Tan.

"It's a good time to be a local brand."

This love for all things local dates back to Chan's adolescence. She was an avid reader of the now-defunct *Gol Magazine* and shopped home-grown labels such as Tangs Studio. This passion for local labels is kept alive through a series of Bynd Artisan collaborations with Singaporean creatives, including fashion designer Priscilla Shunmugam (<http://thepeakmagazine.com.sg/fashion-watches/ethnic-gone-global-ong-shunmugam/>) and singer-songwriter Gentle Bones (<http://gentlebones.com/>). Collaborations also allow them to create new leather and paper products beyond the stationery category. For instance, Bynd is working with architect Colin Seah to design leather fashion accessories.

(RELATED: We took a closer look at both Shunmugam's (<http://thepeakmagazine.com.sg/fashion-watches/bynd-artisan-and-ong-shunmugam-launch-new-collaboration/>) and Tan's collaborations (<http://thepeakmagazine.com.sg/fashion-watches/gentle-bones-joe-tan-on-his-capsule-collaboration-with-bynd-artisan/>) with the atelier.)

Supporting local brands is also one of the ways they think the retail industry can shake off its slump. "When you travel to Japan, you are sure to seek out Japanese brands, not other brands you can easily buy anywhere in the world," says Quan. "For Singapore retail to stand out, tourists must want to shop here for Singapore brands," he argues. As such, Singapore has to be the site where home-grown brands offer their widest range of products at the most competitive prices.

It helps that perceptions of local brands have evolved, Chan adds. "Five years ago, I don't think we would have dared to start a Singapore brand because we didn't think Singaporeans would support a local product."

She believes they started Bynd Artisan at a time where Singaporeans were considering their identity and eager to support Singaporean labels.

"It's a good time to be a local brand."

FLYING THE FLAG HIGH

A long-time supporter of all things local, Winnie Chan tells us about her and Quan's favourite Singapore brands.



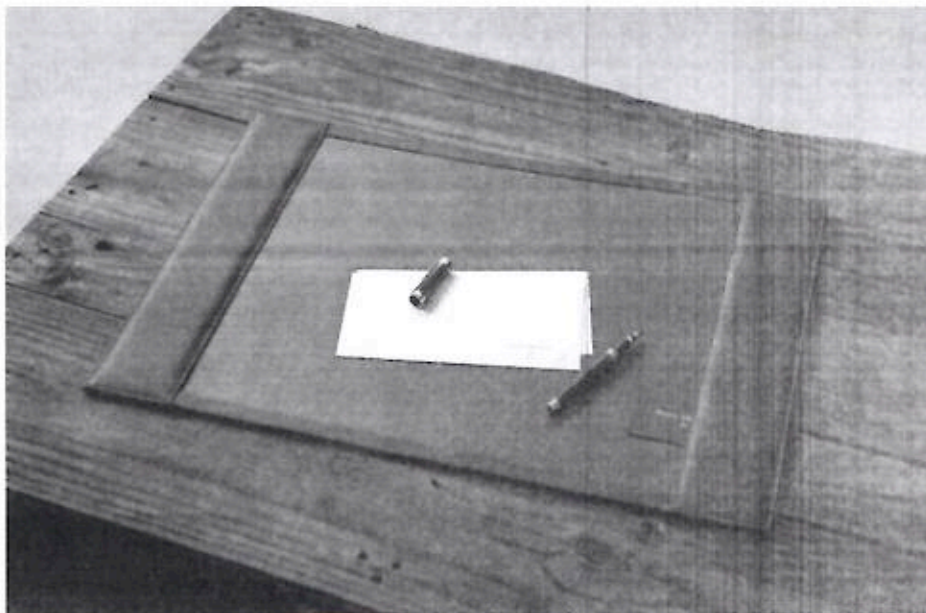
AVANT-GARDE LEANINGS

Bynd Artisan is teaming up with design and architecture firm *Ministry of Design* (<http://https://www.modonline.com/>), founded by Colin Seah, to create a customisable series of fashion-forward wearables for both genders. "We love how every single project that they have embarked on is gold and ingenious, often giving meaning to the space created," says Chan.

WONG CHIA

UNEXPECTED BEST-SELLERS

Items such as cheque book holders and desk pads seem almost redundant in this digital age. But for Bynd Artisan, these products have proven to be surprisingly popular with customers.



DESK PAD

Prioritising one's personal touch over the touchpad, this leather pad elevates the look of any desk and sets the scene for signing of important documents.



PHOTOGRAPHY Winston Chuang & Darren Chang

ART DIRECTION Fazlie Hashim

STYLING C. K. Koo

HAIR Ann Lin/Athens Salon

MAKE UP Rie Miura, using Tom Ford



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Bynd Artisan updates book-binding for the smartphone age

Old-school trade a lesson in adaptation; profitable from its first year, with revenue in seven figures and still growing.

BY KIMBERLY CHAN (/AUTHOR/BYLINE-5286) | THE BUSINESS TIMES



5 SEP 2017 - 05:50

MEMBERS of the digital tribe work, live and play with their smartphones and digital devices, clicking and swiping through the choices they make. Local brand Bynd Artisan, however, is trying to haul them back to the handwritten word - and it is doing this by injecting a touch of old-school in its reinvented products of paper, bound in leather and love.

The three-year-old book-binding services business is doing creditably; in fact, it was profitable from its first year. Its revenue runs into seven figures and is still growing; the sales target for this year is S\$6 million.

([https://www.linkedin.com/shareArticle?mini=true&url=http://www.sgsme.sg/news/bynd-artisan-updates-book-binding-smartphone-age&title=Bynd Artisan updates book-binding for the smartphone age&summary=This is the summary&source=SGSME](https://www.linkedin.com/shareArticle?mini=true&url=http://www.sgsme.sg/news/bynd-artisan-updates-book-binding-smartphone-age&title=Bynd%20Artisan%20updates%20book-binding%20for%20the%20smartphone%20age&summary=This%20is%20the%20summary&source=SGSME))

Bynd Artisan updates book-binding for the smartphone age

But as she wanted to modernise book bindery, she set up Bynd Artisan in 2014 with her husband James Quan, whose expertise lies in corporate gifts.

He said of the company's ethos: "It is a new way to relive that era (of book-binding), but we are modernising it."

Ms Chan added: "Yes we're talking about the heritage and tradition, but we didn't want it to look very old-school. We wanted the feel to be modern."

"That part is very important because we want to reach out to the younger generation. I think they use their phones so much that writing has become - not functional, but is used more when they are reflecting, writing poems, love letters or things that have a personal touch."

The logo for Bynd Artisan speaks to the modern twist on Goy Liang Book Bindery, which was set up in the 1940s. It looks like a flower, but is a graphic representation of three open books, in a nod to Ms Chan being of the third generation in the trade.

The team at Bynd Artisan has grown from eight to 23, and the company just opened its fifth store - in Raffles City - in August.

The company does retail and corporate sales, runs workshops and enters into collaborations, producing items using leatherette from Holland and leather and paper from Italy.

Bespoke corporate gifts

Half its revenue comes from producing bespoke leather gift items for corporates such as private banks: Credit Suisse, UBS, DBS private bank and UOB private bank are among its clients.

Mr Quan said: "The banks support Bynd Artisan as a Singapore brand, and most of our products are very apt for gifting, so whether it is for the bankers, or for them to give to their high-net-worth customers, our brand is one of the preferred choices."

Ms Chan added: "It's not an ego thing. But it means a lot because it shows that our brand has value, and it's something I'm very proud of. It allows us to share the quality of the products with more people."

The company makes its craftsmen the centrepiece of its branding. Among them is master craftsman Chong Beng Cheng, who, at 74, still conducts workshops.

These artisans are perched on stools in the stores, producing customised items on the spot at their workbenches.

"Everything is done in-house, and done pronto," said Mr Quan.

Establishing brand presence is important to the company, as is delivering products that are unique and of sentimental value.

Bynd Artisan has run many workshops with customers and collaborated with local artists and designers.

Bynd Artisan has run many workshops with customers and collaborated with local artists and designers.



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Mr Quan described these as "contact points" through which the company showcases the talents of its craftsmen.

The products that come out of tie-ups with local artists and designers typically have small runs.

"Working with local designers, we do interesting things - things that we don't usually do if we were to do the designing on our own."

The latest on the growing list of collaborators is local designer Olivia Lee, who created "Books of Life" with Bynd Artisan.

The collection is a set of leather-bound accessories that look like a minimalist stack of books, but actually comprise a magnifying glass, a jewellery box, a coin bank, a letter-writing set and a unisex clutch.

Retailing exclusively at the Raffles City atelier, the limited edition in black leather has only 10 pieces available, and there are only 120 pieces of these items in other colours.

"Once we sell out a collection, we will not or will rarely re-do it," said Mr Quan.

Bynd Artisan also collaborated with local singer-songwriter Joel Tan, better known by his stage name Gentle Bones. This was a four-piece capsule collection, comprising a T-shirt, cap, wallet and drawstring bag, with the latter two items made of genuine full-grain calf-leather.

"It's something unexpected, because he isn't a designer, but we came together to create a collection together," said Mr Quan.

These collaborations support local designers, and it helps that the company has the physical space to showcase these works, he added.

"It gives them a lot of exposure instead of just collecting orders off Instagram."

There have even been three-way collaborations, in which the items designed become a bespoke corporate order.

The two co-founders are constantly seeking to innovate. To them, doing so brings opportunities to stand out in the market.

"You need the production and the design capabilities," said Mr Quan.

Ms Chan added: "That's why we never stop working. We are always trying to improve every aspect of our business. We always try to innovate - to continue to excite our customers."

Bynd Artisan has already ventured overseas, having opened at two locations in Hong Kong; Dubai is next.

On home turf, the couple say they have the appetite for only one more outlet.

"We're looking for strategic partners with the same mindset," said Ms Chan.

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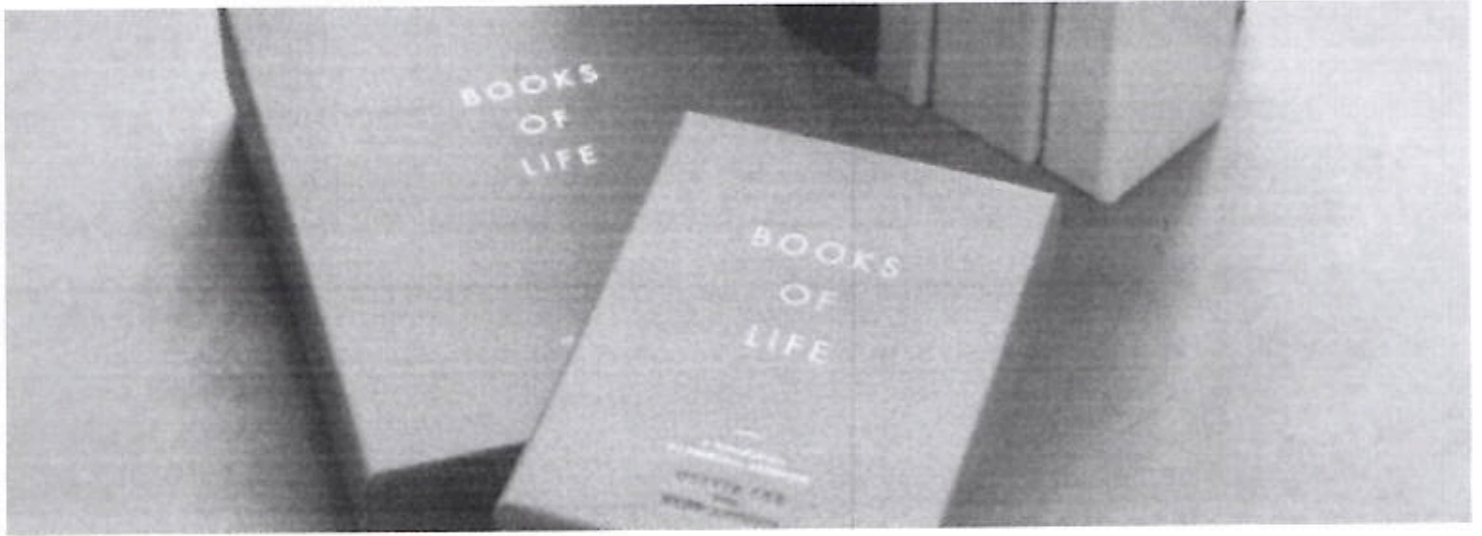
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Bynd Artisan's Books of Life

CHARLENE FANG | AUGUST 14, 2017, DESIGN (/SG/POP-CULTURE/DESIGN)

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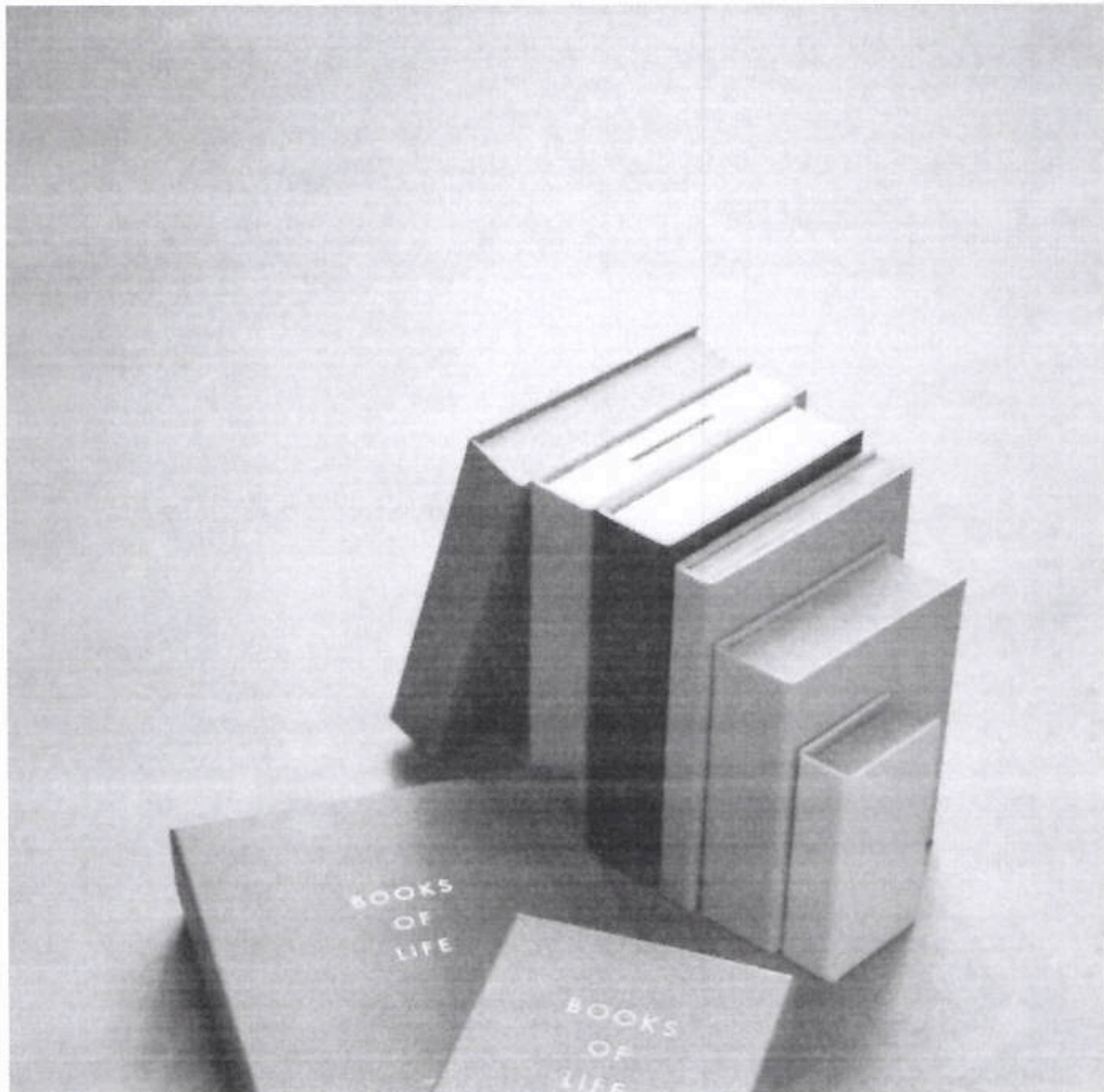
You've got to hand it to Bynd Artisan (<https://byndartisan.com>). They've made friends in the right places.

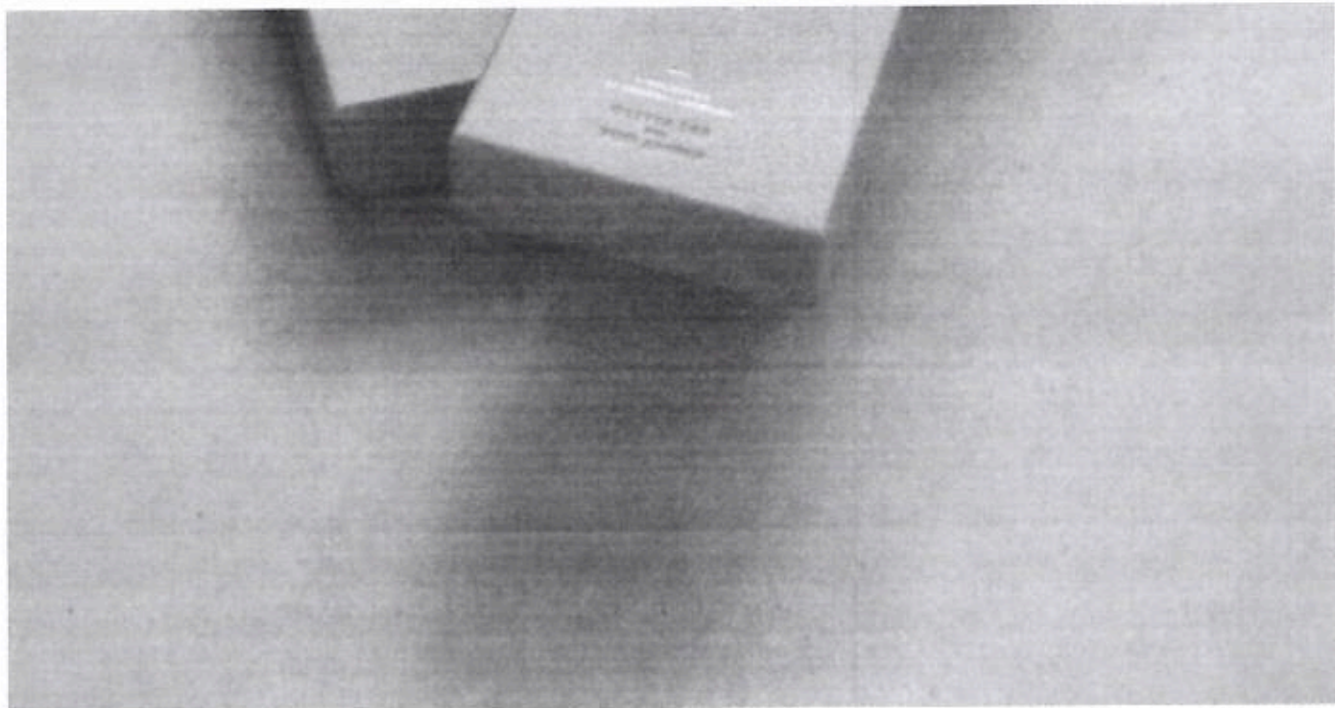
Modernising a business rooted in the art of traditional book binding is no easy task, but co-founders (also husband and wife) James Quan and Winnie Chan have managed, with a little help of some

friends.

Artist Olivia Lee is the latest to join Bynd Artisan's growing list of collaborators, fresh from Milan's International Salone Satellite (<https://augustman.com/sg/Pop-Culture/Design/Fashion-At-Salone-Del-Mobile-2017>) where she was hailed by *Dezeen* (<https://www.dezeen.com/2017/04/18/olivia-lee-furniture-solve-technology-related-daily-dilemmas-milan-design-week-2017/>) as one of the top eight emerging designers.

As with all previous collabs (Larry Peh, Gentle Bones, Ong Shunmugam, etc.), Bynd Artisan's leather and bookbinding craftsmanship remains at the forefront. With Lee's Books of Life, retailing exclusively at the Raffles City atelier, the series of book-like objects – a magnifying glass, a jewellery box, a coin bank, a letter writing set, a unisex clutch – have been crafted to reflect Bynd Artisan's minimalist DNA but with a touch of Lee's poetic leanings, some with a clever twist to mask its true nature.





The Book of Life

Our favourite, The Book of Dreams (\$130) is a leather covered “book” hiding a perspex coin bank with a sleek opening at the top and a removable panel flushed at the bottom – so there’s easy access to the stash. The Book of Adventures, a unisex split-skin leather-and-seude box clutch with a sturdy metal clasp in burgundy (\$600) and limited edition black (\$800), that’ll look equally at home on a man or a woman.

Once again, Bynd Artisan strenghtens its reputation for creating a series of sophisticated, design-led products that’s meant to be used daily – we think Marie Kondo (<http://tidyingup.com>) would approve.

03-24 Raffles City, 252 North Bridge Road, tel: 6873 2317, byndartisan.com
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