



Conversation Pieces

Regret Not What You Buy, But What You Don't Buy

Audrey Ng



Perhaps, Audrey was destined to be an entrepreneur before she could even walk. As a toddler, she instinctively had an eye for the prettier, pricier, finer things in the stores, lending her Dad to say ‘She has expensive tastes and “bad eyes”!’ By 12, she was baking and selling cupcakes, and at 15 (possibly in defiance of child labor laws) was sewing purses for sale.

Audrey has a diverse background in advertising, public relations and events management through the consumer goods, technology and finance industries. Her life and career has led her in various directions – from tech startups to corporations, designing pet clothing to a women’s online fashion business, from planning, marketing and executing events to leading an entrepreneurship committee.

Conversation Pieces is the accumulation of Audrey’s career experiences and the lessons learnt as an entrepreneur. In her current project, Audrey believes passionately that true fashion is nowhere to be found in the cookie-cutter mega malls of the world, but with the creative freedom and individuality that can be found in independent fashion.

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