

PRESS RELEASE

Asian chicks just want to have fun...with “Asian Chic” from Marshall Cavendish

*-- First fun, hip and witty Asian chick lit books by Singapore-based authors –
-- Asian chick lit, written by Asian women, for Asian women, set in Asian milieu --*

Singapore, 6 November 2008 – Women in Asia have found a new voice today. A voice that is reflected in a fun, sassy and witty chick lit genre that is written by Asian women, for Asian women set within the Asian socioeconomic milieu.

Publisher Marshall Cavendish hopes to create an Asian genre inspired by the runaway success of chick lit in the US and UK through launching its first selection of three “*Asian Chic*” books: “*Undercover Tai Tai*” by Maya O Calica; “*Amazing Grace*” by Tara FT Sering and “*Mrs-Mismatch*” by Noelle Chua.

All three authors (two of whom are Singapore-based) are encouraged by the worldwide success of books such as *Bridget Jones Diary*, *The Devil Wears Prada* and *Sex And the City*. Set within the Asian context, the three original “*Asian Chic*” works are a collection of Asian chick lit, written by Asian women for Asian women, uniquely portraying the Asian personality and voice as reflected in the books’ characters.

Chick lit’s popularity is largely due to its witty and humorous writing and engaging plots and characters that many of its female readers, mainly within the 20-30 something age group, can identify with. The story line usually evolves around female protagonists who are often single, twenty-to-thirty-somethings, navigating the urban jungle, while faced with a myriad of love, career and family issues.

Undercover Tai Tai by Maya O Calica

“*Undercover Tai Tai*” is a hilarious journey of a young woman who, while pretending to be someone else, makes connections with her past and discovers parts of herself that

she never thought existed. Amanda Tay turns reluctant undercover sleuth tasked with a mission to find a missing *tai tai* while disguised as a *tai tai*. This is an entertaining romp filled with mystery, shady characters and design finery.

Maya Calica, an editor by day with Ink Publishing, is a prolific writer with several editorial and journalistic accomplishments. Her best-selling novel, *The Break-up Diaries*, in her home-town in Philippines has sold more than 7,000 copies within seven months of release and is currently being produced as a four-episode TV miniseries in Manila.

About her second novel, "*Undercover Tai Tai*", Maya said: "I am very honored to be part of the maiden launch of 'Asian Chic' – to have worked with a great team of editors and fellow novelists. I think Chick Lit is a fun genre because the heroines are very real, very flawed, and most of the time very funny. Amanda, my lead character in '*Undercover Tai Tai*' is like that: She's insecure and withdrawn because she hasn't tapped into what makes her tick just yet."

Amazing Grace by Tara FT Sering

Just like the television show "Amazing Race", Tara FT Sering's novel features jet-setting heroine Grace traipsing through the three busy cities of Singapore, Bangkok and Hong Kong. The prize she seeks, however, is not an audience with celebrity Allan Wu but her fiancé Mike whom she suspects is cheating on her. And, through the hot pursuit, Grace picks up a few clues that will bring her to a better understanding of love and commitment.

Like Maya, Tara is an editor with a contemporary art magazine by day. She has been publishing stories since she was 21 but it was not until seven years later that she started writing modern fiction for women. On being one of the launching novelists for "Asian Chic" she said, "Being part of this first collection has been a very satisfying collaborative effort of a team comprised of Maya, Noelle and myself – we doubled up as each other's preliminary editors – as well as the editors and designers of Marshall Cavendish.

"*Amazing Grace*" was written in the second-person "You" point-of-view, and whenever I use this device, it just feels like I'm talking to myself, so not only do I get to articulate my

own thoughts on certain issues in my mind, I also have a great deal of fun telling a story.”

Other novels written by Tara Sering include “*Between Dinner and Morning*” and “*Almost Married*” for which she won a National Book Award in 2003 in Philippines.

Mrs MisMarriage by Noelle Chua

“*Mrs MisMarriage*” tells the tale of newlywed Audrey, who discovers many interesting, attractive men just six months into her marriage – which throws her into confusion as she never even wanted to be married in the first place. This is Audrey’s discovery of the meaning of love, and of marriage, as well as what is going to be her choice for life, one way or another.

Of the three authors, Noelle is the only one who is married. She emoted: “It was quite natural for me to explore the story of a married heroine but one who is different from her peers in that she never even wanted to get married. “*Mrs MisMarriage*” is the anti-happily ever after fairytale. I believe there are more women like Audrey out there in cities all over Southeast Asia.”

A freelance editor and writer, Noelle is a working, stay-at-home-sometimes mum to a daughter and son, aged 10 and 9. She has published some short fiction in literary journals in the region and US.

With hopes that the first selection would herald more Asian chick lit writers to come forward, Mr Chris Newson, publisher of “*Asian Chic*” said: “We at Marshall Cavendish feel that it is time that the Asian woman has her very own genre of chick lit. “*Asian Chic*” is in a way a “coming of age” of the Asian woman. Because the books are all set within the Asian socioeconomic milieu, dealing with issues of the modern Asian female; women here would be able to identify and appreciate them.”

“*Undercover Tai Tai*”, “*Amazing Grace*” and “*Mrs MisMarriage*” are available at all leading bookstores at a retail price of S\$16.50 (before GST) each.

More information on “*Asian Chic*” can be found at www.mc-asianchic.com

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About Marshall Cavendish

Marshall Cavendish is a publisher of books, directories, magazines and digital platform. With an extensive global network, Marshall Cavendish publishes in 13 different languages, encompassing a wide variety of interests ranging from home and library references, education and business information.

A publisher of choice and winner of numerous awards and accolades, Marshall Cavendish remains committed to its customers - bringing innovative, authoritative and attractive value-added products created by its rich pool of international talent.

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