

THEBAGPAGE / Nadia Shah

# SHAREEN WONG

Fans will probably know Shareen Wong best as the tough gal on Power 98 FM's Morning Jam.

The 33-year-old hosts the radio show with Joe Augustin and Hossan Leong on weekdays from 6 to 10am.

"I have two partners whom I'm very thankful for because they keep me laughing all the time," she says.

"Without them, I would never wake up at 5am every day for the show."

Although radio's something she has always wanted to do and still wants to do, she put herself up to a new challenge after she took six months of sabbatical leave and toured 14 countries, including Czech Republic and Sweden.

"I came up with the idea of starting my own business and a homeware store seemed like the natural thing to do because I saw a lot of really pretty items in my travels."

Last month, Wong and her retired painter-father opened a homeware and lifestyle accessories store at Holland Village Shopping Mall.

Called Kailife, it displays artwork by Wong's father – a graduate from Nanyang Academy of Fine Arts who has been painting for over 40 years – and also sells items like lamps, cushions, notebooks and handmade jewellery.

Prices start from below \$10 for items such as notebooks and table mats to above \$300 for lamps. Her father's art pieces can also be bought for \$250 to \$650.

The media graduate of the Royal Melbourne Institute of Technology loves a good deal herself.

She says: "You don't need to buy something branded and expensive. Just look out for unique items that can last you a long time."

## 7 THINGS IN HER BAG

### 1 Purse

I bought this in Bali; it's a Rip Curl, I think. I must have at least 10,000 receipts in here. I've got my cash in here as well but most of the time I can't find any because it's hidden among the receipts.



### 2 Jewellery

I never know what events I have to attend, so I like to have some jewellery with me, just in case. I'm a jeans type of girl so these go with almost everything in my wardrobe. These pieces were sourced from Bali and are sold at my shop.



### 3 Issey Miyake perfume

I've been wearing this scent for the longest time. I like that it's subtle.



### Aldo bag

I bought this bag for less than US\$100 during a sale at an Aldo store in San Francisco. I like it because it's made of real leather and it's big.



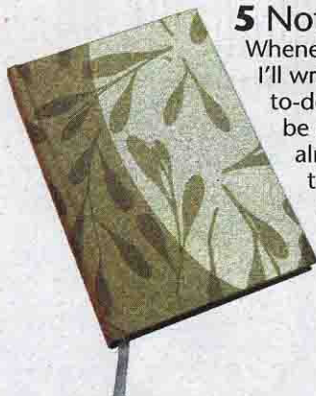
### 4 Calvin Klein jacket

The studio is freezing, so I always have a jacket with me. I got this leather jacket at a factory outlet store for only US\$125 during a trip to New York. Its original price was US\$500.



### 5 Notebook

Whenever I have spare time, I'll write appointments or to-do lists down. I have to be doing something almost all the time so this is what keeps me occupied. This notebook sells for \$12 at my store.



### 6 Bobbi Brown make-up pouch

This is something I cannot live without. When you wake up at 5am, you can look like death. Some of the things I keep in it are my eyelash curler from Shu Uemura and my M.A.C eyeliner.



### 7 Canon camera

I take pictures of anything that I come across, whether it's the scenery, funny things that happen during Morning Jam or products from my store for my blog. This was a birthday gift from a friend and I took it around the world with me.

