



Gems of Memories Coffee Table Book.

“ Dealing with my mother's dementia was a daily experience, one that has come to define my life. That's why my favourite phrase is “If you know how to give love, it is a good thing” – I encourage everyone to embrace this philosophy because we must always strive to outdo ourselves. I always feel that charities supporting the elderly and animals are amongst the most neglected, so no matter what, we must do our best to support them and help them. ”

Esther Ho, Founder

MUS Zenith Affair was founded in 2019 and specialise in museum worthy jewellery. The brand's support for Dementia Singapore was inspired by the founder's late mother who had lived with dementia. Their first fundraiser for Dementia Singapore (DSG) started in 2020 during the inaugural anniversary of MUS Zenith Affair.



Visit to Dementia Singapore – New Horizon Centre.



Dementia Singapore x MUS.za 3rd Anniversary Fundraiser – Gems of Generations.

Giving back to society and helping the less fortunate has since been an integral part of MUS Zenith Affair and has a special place in the heart of its founder, Ms Esther Ho. Over the last three years, MUS Zenith Affair has continuously fundraised for DSG during each anniversary, with the amount raised totalling \$488,000 to date, through:

- A Social media campaign #BringASparkleBackToTheirEyes in 2020, which is extended from one to two months during the peak of the pandemic
- Produced a coffee-table book titled 'Gems of Memories' in 2021 with heart-warming and inspiring stories from the charity ambassadors and supporters of the brand
- Organised 2 fundraising campaigns for 'Stories of Inspiration – Gems of Memories' and a Charity Gala Dinner themed 'Gems for Generations' in 2022

Their fundraising efforts continues, and Esther is looking forward to the next fundraising this November.



MUS.za raised \$210,000 during Dementia Singapore x MUS.za 3rd Anniversary Fundraiser.

Esther also rallied her loved ones to aid fundraising through donations of new and pre-loved jewellery, workshops, in-store sales, tokens of appreciation for patrons and a silent auction. MUS Zenith Affair's actions greatly encourage and inspires new donors to contribute to the dementia community, as they continue to support DSG, caring for its beneficiaries and their caregivers.

Esther is continuously challenging herself to think of new ways to raise more funds for DSG and its beneficiaries.