

The **Samuel King Fashion Foundation** (SKFF) was created after the sorrowful and untimely passing of Samuel (Sam) King.



Sam passed away in Singapore on the 18th of January 2022, aged just 27 years old. He had been receiving treatment for Testicular cancer and had fought bravely to come through surgery and 4 cycles of chemotherapy, but succumbed to the side-effects of the treatment which critically damaged his lungs. And despite his spirited fight in the intensive care unit for two weeks, he could not pull through.

Sam was about to start his career in the fashion industry, a sector he had become enthusiastically devoted to. To get to where he wanted in the industry, he committed to educate himself about the intricacies of the fashion business and gave up on many opportunities to undertake a number of formal education challenges to enter the fashion business.

He had graduated from Nottingham Trent University with a BA (H) in Fashion Marketing and Branding and was coming to the end of a degree from the University of Portsmouth, BA (Hons) in Media and Digital Practice. Following his passing, The University of Portsmouth awarded Sam a First Class Honours 'posthumous' award.

Prior to that he had achieved an Advanced Diploma in Fashion Communication and Journalism from Raffles College of Higher Education (Raffles Merchandising Institute), Singapore, and at the time of his passing was studying for a Graduate Certificate in Business Administration from the University of Newcastle NSW at PSB Academy in Singapore.

Tragically despite Sam's devoted efforts he did not live to be able to use all of his hard work and knowledge to fulfill his untapped potential and the world will never know what he would have gone on to achieve, create or inspire.

We know Sam as a generous altruistic young man who would want to help others achieve their own dreams in the fashion industry and the foundation in his name hopes to do that.

Tertiary education is expensive but the qualifications and life experiences for those who go through it can be rewarding and may also lead to the start of lifelong friendships.

The **Samuel King Fashion Foundation** (SKFF) a closed private entity, aims to assist those who want to pursue a career in the fashion, design and closely related industries but who might be challenged financially. In Sam's name the foundation aims to support students in Asia fund their aspirations helping them to meet the cost of their studies.