



UNIQ
BETTER BY DESIGN



Mr Andy Wong

Chairman, Lifestyle Industry Group
Group managing director, Uniq Creation Pte Ltd

Andy Wong is the founder and group managing director of UNIQ, a design-led lifestyle brand. With a proven track record in brand building and international expansion, Andy has transformed UNIQ into a global portfolio including Skinarma, Energea, Coehl, Optix, and Bazic.

Under his leadership, the group has established a presence in over 60 countries. Andy's expertise lies in developing adaptable business models and identifying emerging market trends to maintain long-term competitiveness. He takes a hands-on approach to driving international growth, working closely with global distributors and strengthening in-house design and manufacturing capabilities.

His commitment to design excellence has earned the group prestigious accolades, including the iF Design Award, Good Design Award, and Singapore Established Brands recognition. Today, Andy continues to steer the organisation's growth, positioning UNIQ as a premier provider of functional, high-quality accessories for the modern urban consumer.