

# Purple bolsters leadership in Singapore with key appointments



Elsy Teo (left) and Caroline Colin, Creative Director across Purple's integrated services

Integrated retail marketing and design agency [Purple](#) has announced two key personnel moves that strengthen the growing agency group's headquarters in Singapore. Elssy Teo has been promoted to General Manager, Singapore, and Caroline Colin has been appointed Creative Director across Purple's integrated services.

Teo joined the agency in 2018 as Client Director and became Head of Client Services in 2021. A seasoned marketer and member of the Chartered Institute of Marketing, with 20 years of industry experience, Teo has developed an innate understanding of the ever-evolving needs of brands in global consumer channels and how agencies can help them to bring their stories to life. As General Manager, Singapore, Teo will use this experience to ensure Purplers in Singapore are galvanized behind the agency's mission to 'Purple the World' and continue to embody the Purple qualities of Wisdom, Imagination and Creativity.

Concurrently, Purple has also strengthened its integrated creative capabilities with the appointment of Caroline Colin as Creative Director. Colin will be responsible for spearheading the agency's creativity for clients spanning luxury, FMCG, retail, travel and F&B, executing campaigns and experiences across both physical and online channels.

Colin's career has seen her play a central role in delivering exceptional integrated projects across the globe, for clients including De Beers, Diptyque, Kerastase, Moët & Chandon and SK-II. Over nearly a decade in Singapore, she has held Creative Director positions at globally renowned brands and agencies, including luxury skincare label CEMÔY and Publicis Groupe.

"It has been an amazing journey since 2018 in helping to build out our integrated services and I'm now looking forward to shaping the next chapter of Purple's Singapore journey. I'm excited to have Caroline on board to steer the creative team and deliver memorable, cutting-edge brand experiences for our clients," said Teo.

Olivier Grometto, Managing Partner at Purple, added, "Our people - Purplers - are at the heart of what we do, and Elssy and Caroline both epitomize the qualities our clients have come to value. Elssy's new role is a recognition of her contribution to Purple's ongoing success and the attributes which make her an ideal candidate to lead the next chapter in our story. She will be working closely with Caroline, a dynamic and vastly-experienced creative, to ensure we remain at the forefront of brand storytelling in the omnichannel world."

Purple is continuing to expand its creative, production and client management teams, with a number of positions currently under recruitment in Singapore and beyond. Those interested in joining the company can contact People & Culture Director, Lucy Hillyard ([lucy@we-purple.com](mailto:lucy@we-purple.com)).