GOING IN STYLE

There are few industries so hidebound by age-old rituals, rites and taboos as funeral parlours but younger operators wielding all the tools of the modern marketer are giving the sector a new lease of life. Elizabeth Soh and Gwendolyn Ng report.

Ms Ang Jolie Mei, 30, seeing to the set-up at one of the newly-renovated Ang Yew Song remembrance halls.