



MEDIA RELEASE

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SAMSUNG FASHION STEPS OUT 2013 - ORCHARD FASHION RUNWAY

4 MAY 2013

Singapore, 4 May 2013 – What better way is there to pay homage to the hottest trends of the season and celebrate the launch of the highly anticipated Samsung GALAXY S4 With LTE, than with the traffic-stopping **Orchard Fashion Runway?**

The headline event of **Samsung Fashion Steps Out 2013** (FSO 2013), a 6-week annual fashion extravaganza organised by **Orchard Road Business Association** (ORBA), Orchard Fashion Runway will switch the usual vehicular bustle for a dazzling outdoor catwalk display no one would want to miss.

For one night only on Saturday 4 May (8pm – 10pm), more than 170 models will strut down Orchard Road sporting the freshest Spring / Summer looks and Fall / Winter styles from celebrated international and local brands like Fausto Puglisi; Victoria, Victoria Beckham; Coach; J.Press; Robinsons; Marks & Spencer; Adolfo Dominguez; Maria Grachvogel; and Blugirl. Official Make-up Shiseido and Official Hair Shiseido Professional will be doling up the models in the season's trendiest colours and hairstyles that night. The show will begin at 8.30pm and is open to public viewing.

"Orchard Road Business Association (ORBA) is heartened by our stakeholders' unwavering commitment to Samsung Fashion Steps Out. As we close our street to traffic again, the authorities' support has reaffirmed Singapore's repute as one of the fashion capitals of the world. As a street event, the Orchard Fashion Runway also gives ORBA the opportunity to bring fashion to a wider audience and to strengthen Orchard Road's positioning as the fashion nucleus of Singapore," said Mrs May Sng, Chairman of ORBA.

At this marquee event, Samsung, the Presenting Sponsor of FSO 2013, will be presenting the latest capsule collections from Ashley Isham, Joe Chia and Amaya Arzuaga at the exclusive opening segment of the Orchard Fashion Runway. To mark the celebration of the launch of the Samsung GALAXY S4 With LTE, these devices will be featured alongside the models' overall ensemble for a creative blend of fashion and technology and to demonstrate how the smartphone is the perfect companion to life's special moments.

"Samsung Fashion Steps Out 2013 has been a huge success, and we hope consumers have had a great time shopping and experiencing the latest fashion trends and happenings along Orchard Road. We are honoured to collaborate with ORBA for this fashion extravaganza, as part of our celebration for the launch of the GALAXY S4 With LTE, a smartphone designed to capture meaningful and best moments in life, such as this hallmark event," said Ms Irene Ng, Vice President, Marketing, Samsung Asia Pte Ltd.

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STREET**



As Presenting Sponsor, Samsung also worked with ORBA to liven up Orchard Road with vivid hues and effervescent prints adorned on trees, representative of the latest Spring/Summer. Entitled *"Fashion Prints - A Trunk Show"*, Orchard Road was brightened up with the designs by students from Raffles Design Institute (RDI), who created their masterpieces using the Samsung GALAXY Note 10.1 LTE. One of the featured designs as well as a specially-designed version by renowned Singaporean street artist, Mazlan Ahmad, will be incorporated into cover designs for the Samsung GALAXY S4 With LTE, to be unveiled at the Orchard Fashion Runway, and will be available for sale at Samsung Experience Stores from today.

In line with the Spring / Summer fashion theme, ORBA has engaged Mazlan, better known as SKOPE, to design and paint by hand a total of 500 chairs for the Runway show based on 10 broad themes. These pop art chairs will undoubtedly add colour and creativity to the show, and also an element of fun for the invited guests. In addition, these chairs will be donated to various charities such as Rainbow Centre; Association for Persons with Special Needs; Movement for the Intellectually Disabled of Singapore; and Ren Ci Hospital etc. after the Runway show.

MasterCard, the Official Card for FSO 2013 for the fourth year running, joins in the celebration of fashion's finest. MasterCard Worldwide's General Manager for Singapore, Ms Julienne Loh said, "In celebration of the Orchard Fashion Runway event, select MasterCard cardholders passionate about fashion will get to enjoy priceless experiences. These include an exclusive backstage tour before the runway show begins, and being hosted at a private after-party where they will also have the opportunity to make purchases at special discounts."

Invited guests will be partying at ION² before the Runway show, sipping cocktails specially concocted for the event at Bar BAZAAR, presented by Official Fashion Magazine Harper's BAZAAR in association with EFFEN Vodka. Amongst those attending are artistes Bobby Tonelli, Joey Mead, Max Loong, Rebecca Tan, Teo Seng Loong and Wong Lilin.

The six-week fashion calendar will round off with BONIA's first-ever pop-up store on Orchard Road. Situated at Orchard Green (site next to Singapore Visitors Centre), the store will feature RDI students' creative expression of BONIA's key identities based on five different art genres – Art Deco, Cubism, Fauvism, Surrealism and Pop Art.

Please visit www.orchardroad.org/fso for more information.

www.facebook.com/fashionstepsout

Instagram – #fashionstepsout



About Samsung Fashion Steps Out 2013

Fashion Steps Out (FSO) is an annual highlight organised by Orchard Road Business Association (ORBA) and aimed at bringing fashion to the man on the street. This year, ORBA is pleased to have Samsung on board as the Presenting Sponsor of this iconic fashion extravaganza – Samsung Fashion Steps Out 2013 – on the *Great Street*.

From 28 Mar – 12 May 2013, the Orchard Road shopping belt of nearly 800,000 sqm of retail space will herald the Spring/Summer fashion season with exciting events and promotions designed to spice up everyday fashion and thrill shoppers.

FSO 2012 brought in 5 million visitors; drew almost \$4 million in receipts*; and generated over S\$2 million worth of publicity.

Samsung FSO 2013 is a six-week fashion extravaganza which culminates in the traffic-stopping Orchard Fashion Runway on 4 May 2013. The event aspires to attract even more visitors and higher spend.

For more information, please visit www.orchardroad.org/fso or www.facebook.com/fashionstepsout.

**According to MasterCard's tracking in USD*

About Orchard Road Business Association

Since 1998, Orchard Road Business Association (ORBA) has represented the interests and welfare of businesses along Orchard Road. Through the creation of activities, business development, promotion and marketing, ORBA preserves, promotes, improves and facilitates businesses on Orchard Road.

ORBA also organises memorable events for visitors and tourists to Orchard Road, such as Christmas on *A Great Street*, Fashion Steps Out and Rev-Up @ Orchard. Christmas on *A Great Street*, classed as one of Frommer's World's Best Holiday Lights in 2010; Lonely Planet's Top 10 Christmas Markets of the World in 2011; and IDA Achievements – Merit Award Winner 2012, is an annual signature event that heralds the start of the festive season here in Singapore, which many look forward to as an unforgettable experience.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are over 100 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants. In 2013, the association launched the ORBA Privilege Card, the first precinct-centric employee's privilege initiative in Singapore that aims to benefit members' employees and boost the profiles of Orchard Road businesses.

ORBA operates under the auspices of Singapore Tourism Board (STB) with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mrs May Sng, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.



About Samsung

Samsung Electronics Co., Ltd. is a global leader in consumer electronics and the core components that go into them. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, medical devices, semiconductors and LED solutions. We employ 227,000 people across 75 countries with annual sales exceeding US\$143 billion. Our goal is opening new possibilities for people everywhere. To discover more, please visit www.samsung.com.

About MasterCard

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About Singapore Tourism Board

The Singapore Tourism Board (STB) is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand. For more information, please visit www.stb.gov.sg or www.yoursingapore.com

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