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Fashion Season @ Orchard 2010 – A Whole New Fashion Experience

Six-week extravaganza features catwalks, styling workshops, photographic exhibition and other fashion-related and shopping events

Singapore, 1 April 2010 – From 2 April to 9 May 2010, fashion takes centre stage at Orchard Road, Singapore's lifestyle epicenter.

The **Orchard Road Business Association (ORBA)**, in partnership with **Singapore Press Holdings (SPH)** and Official Card **MasterCard**, will be organising **Fashion Season @ Orchard 2010 (FSO 2010)** – six weeks of fashion-related events and parties that will bring fashion to the forefront of Singaporeans' daily lives.

Fashion Season @ Orchard will see over 120 retail stores and 10 shopping malls along Orchard Road presenting their latest Spring/Summer collections of fashion apparel, accessories, shoes, bags, jewellery, make-up, fragrances and hair products.

In addition, FSO 2010 will also feature a mega catwalk collection show by fashion magazines Female and Nuyou, and a street exhibition on fashion photography by fashion photographer Zhang Jingna. Styling workshops, performances as well as shopping and dining promotions all serve to further enhance the overall experience of shopping at Orchard Road – A Great Street.

ORBA's Chairman, Mrs Sng Ngoi May, says: "Orchard Road is Singapore's most famous shopping street and naturally the best place to celebrate fashion. We believe that fashion should be accessible to all and we hope that Fashion Season @ Orchard will help us excite the wider audience in appreciating fashion."

“ORBA works closely with the retailers of Orchard Road and we are glad to have the strong support of over 120 retailers for Fashion Season @ Orchard. In this inaugural year, we have lined up a host of fashion events involving different aspects of fashion. We hope visitors to Orchard Road will enjoy them.” Mrs Sng added.

"MasterCard is proud to be the official sponsor of the first ever Fashion Season @ Orchard with ORBA. This initiative brings to consumers six weeks of exciting fashion events and retail privileges, and we are glad to be collaborating with ORBA, STB and SPH to bring this to our customers for their cardholders. MasterCard has long been a strong supporter of the retail and fashion industry, and involved in fashion initiatives across the world. Cardholders can look forward to enjoying exclusive MasterCard privileges through this time, as they celebrate the best of fashion in Singapore. Singapore is among the region's key fashion and lifestyle hubs, and we look forward to both our local and overseas cardholders enjoying themselves along the Orchard Road belt," said Ms Julienne Loh, Vice President and Country Manager, Singapore, MasterCard Worldwide.

Besides Fashion Season @ Orchard, Orchard Road holds large-scale events annually, such as the Great Singapore Sale and Christmas Light-up. Fashion Season @ Orchard is held in conjunction with **Asia Fashion Exchange** (AFX) which is a fashion initiative that aims to enhance Singapore's position as an Asia fashion gateway, profile local talent and build the capability of the fashion industry. A joint effort by International Enterprise (IE) Singapore, SPRING Singapore and Singapore Tourism Board (STB), AFX features compelling events such as Blueprint, an Asia-based fashion trade show targeting regional and international buyers; Asia Fashion Summit, a business networking conference for industry professionals; Audi Fashion Festival, a showcase of world-class collections by top international designers; and Star Creation, a fashion design competition to spot Asian talent.

"We welcome the strong partnership between ORBA, MasterCard, SPH and retailers which have resulted in this celebration of fashion. Undoubtedly, Fashion Season @ Orchard will build much buzz and excitement along this great street and is well-timed to complement the various events under Asia Fashion Exchange that will be held later this month," said Mr Andrew Phua, Director of Tourism Shopping and Dining, STB. "We hope that shoppers will enjoy this fashion extravaganza and relish this opportunity to shop to their hearts' content."

More information on Fashion Season @ Orchard can be found at www.fsoorchard.com.

More information on Asia Fashion Exchange can be found at www.asiafashionexchange.com.sg

i) Launch of FSO with Fashion Parties (2 April)

On 2 April, Fashion Season @ Orchard 2010 will be officially launched at the foyer of Mandarin Gallery, complete with a fashion show and entertainment for shoppers and invited guests.

Besides at Mandarin Gallery, fashion parties will also come alive at some of Orchard Road's most popular malls – 313@somerset, The Centrepoint, Orchard Central, TANGS Orchard and Paragon.

To further engage the public, shoppers are invited to come in their most stylish outfits and have their photo taken in front of specially designed **Urban Photo Walls** and bring home a 4R photo of themselves on the cover of **Urban** – The Straits Times' weekly fashion and beauty magazine – for just S\$10.

Not forgetting the less unfortunate, Fashion Season @ Orchard will donate all proceeds from the photo-taking to The Straits Times School Pocket Money Fund.

These photo walls will be located at the front foyer of Mandarin Gallery and The Centrepoint, as well as at the atrium of Paragon and level 3 of TANGS Orchard where there are fashion parties and entertainment offered for shoppers. The "Take a Straits Times URBAN cover photo for charity" activity will be available from 3pm to 10pm.

ii) Canon FSO Fashion Photography – exhibition and competition (2 April – 9 May)

Fashion and photography go hand in hand together. To demonstrate how good photography can bring life to fashion images, 50 works by professional fashion photographer **Zhang Jingna** will be on display along Orchard Road from 2 April to 9 May. This will be Singapore's first large scale street exhibition featuring fashion photography.

In addition, to discover the latest fashion photography talent, Fashion Season @ Orchard and Canon are proud to host the first **Canon FSO Fashion Photography Challenge**. The contest is open to all photographers and there are over \$7,442 worth of prizes to be won, including the top prize of a Canon EOS 7D KIT with EF-S 18-135IS worth \$3,249.

The public are also invited to vote for their favourite photo via SMS and voters stand to win prizes from Canon.

"It is almost impossible to conceive a world of fashion without fashion photography, because it is through photography that cutting-edge fashion becomes more accessible to everyone," said Melvyn Ho, Vice President of Consumer Imaging and Information Group, Canon Singapore. "Fashion Season @ Orchard is the perfect opportunity to take high-fashion to the streets of Singapore and to discover the local fashion photography stars of the future."

*Please refer to the **Annex** for Zhang Jingna's biography.*

iii) Female & Nuyou Catwalk Collection show and annual Orchard Road Outdoor Runway (10 April, Saturday)

One of the highlights of FSO 2010 is the highly anticipated **Female & Nuyou Catwalk Collection show**, an annual multi-label fashion catwalk.

Female and Nuyou are Singapore's leading fashion and beauty magazine in English and Chinese, respectively. Both titles are published by SPH Magazines, the region's Publisher of Choice.

On 10 April, from 7pm to 10pm, over 5,000 people are expected to throng Paragon and the pedestrian walkway fronting it to catch a glimpse of the collection featured.

This year, 125 models will walk the runway in the latest designs by 10 designer labels – Aigner, alldressedup, Etro, Island Shop, Levi's, Liz Claiborne, New Look, Sonia Rykiel, T.M. Lewin and Vivienne Westwood. The models will be wearing the latest spring/summer makeup by Bobbi Brown, with their hair styled by Action Hair in collaboration with Redken. The audience will include insiders of the fashion and beauty industry, celebrities, models, socialites, stylists, makeup gurus, tourists and the public.

This year's fashion visual spectacle will be hosted by celebrity fashionista Junita Simon.

One of the aims of Fashion Season @ Orchard is to discover and feature new Asian faces in the modelling industry. Among the 125 models will be 10 models from the Asia-Pacific region who have the potential to be the next big thing in Asia's fashion scene. They will be vying for the title of "FSO Asian Model 2010".

Please refer to the attached Fact Sheet for more information.

iv) Vote for your FSO Asian Model

With Asia emerging as the next fashion hub with its designing talents, models from Asian countries are also creating an impact in the fashion marketplace and making their presence felt at fashion runway shows in fashion capitals like New York, Paris and London.

Fashion Season @ Orchard will be a platform to discover new Asian faces and models who have what it takes to be featured at international fashion runways. FSO Asian Model hopes to help launch the careers of these Asian Models as well as attract new Asian talents to move the Asian fashion industry forward.

The whole discovery process includes an interactive public feature. The general public are invited to cast their vote for their favourite FSO Asian Model from amongst 10 Asian models selected by a panel of fashion industry experts. Voters stand to win \$1,000 worth of shopping vouchers and other prizes on top of making their vote count in the discovery of the next top Asian Model.

For the public to get to know the 10 models better, SPH's Internet TV channel, **The Straits Times RazorTV (ST Razor TV)**, will capture them in action and will upload exclusive interviews with them on a range of topics from their careers to their personal lives in true ST RazorTV style. There will also be opinions and critique of the models by stylists and choreographers.

v) Fashion Styling Workshops for all (16 – 25 April)

Fashion Season @ Orchard is the place for Singaporeans to discover their own fashionable and beautiful side – to help them achieve that, a wide selection of styling workshops will be available for shoppers to choose from.

At the **FSO Fashion Styling Workshop @ The Centrepoint**, participants will be guided by onsite-professional personal stylist R S Danny over 2 hours, to achieve a stylish Spring/Summer look and wardrobe selection from Aigner, Aldo, Esprit, Giuseppe Zanotti, Levi's®, Liz Claiborne, Marks & Spencer, New Look, Robinsons, T.M. Lewin and United Colors of Benetton with a walk-in wardrobe experience. They will also enjoy a makeup session at Bobbi Brown, a hairstyling session at Capello Loft with Redken products, a Canon professional photo-shoot and a goodie bag worth more than \$100 – all this, at only \$60 per person*. MasterCard cardholders enjoy \$10 off.

**Limited places available.*

Other shopping malls and retailers along Orchard Road will also be giving fashion styling services and workshops. Details are available on the FSO official website.

vi) FSO Best Fashion Window Display Contest

Fashion Season @ Orchard is also about bringing to the forefront another aspect of the fashion and retail industry. The organisers have put together a Fashion Window Display Contest to allow shoppers to appreciate the window displays and give their vote to the most attractive display - the window that draws their attention to the store and its fashion merchandise most effectively.

With up to S\$6,000 in shopping vouchers to be won, shoppers definitely should take a closer look at the window displays by the participating stores and, at the same time, appreciate and enjoy the visual art aesthetics of a good window display.

*For the list of participating stores/window displays, please refer to the **Annex**.*

vii) Shopping & Dining Promotions

During Fashion Season @ Orchard, shoppers can enjoy fantastic promotions by various participating malls, retailers, hotel and F&B establishments.

Shoppers who charge their purchases to **MasterCard**, the Official Card of Fashion Season @ Orchard 2010, will enjoy more than 120 special shopping and dining privileges as well as take part in the MasterCard FSO Instant Rewards Promotion.

On top of that, there will also be:

- FSO Shop & Dine Grand Draw – 2 fortnightly draws with Canon camera and 5 consolation prizes of \$500 shopping vouchers to be won each draw. Shoppers also stand a chance to drive away with a brand new **Peugeot 308 Premium** car decked out in special fashion designer inspired stickers as the grand prize in the Grand Draw. MasterCard cardholders enjoy triple chances to win.
- Spend and redeem promotions exclusively for MasterCard cardholders.

This multi-faceted fashion activation is managed by the Strategic Marketing arm of SPH.

Mr Geoff Tan, Senior Vice-President, Marketing Division, and Head of Strategic Marketing at SPH, says: "After the success of last year's Orchard Reloaded campaign, SPH is really excited to once again collaborate with ORBA to take Fashion Season @ Orchard to even greater heights! "

"As Southeast Asia's leading multimedia company, we will utilise the width and depth of our extensive suite of media platforms to effectively amplify this lifestyle proposition and appeal to its target segments via a multi-channel, multiple-touchpoint consumer engagement strategy," Mr Tan added.

Attachments:

- i) Annex with details on FSO 2010*
- ii) Fact Sheet – MasterCard Brings Cardholders Fashionable Privileges for the Season*
- iii) Fact Sheet – Female & Nuyou Catwalk Collection 2010*

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i) Organisers and Official Partners

Brought to you by : Orchard Road Business Association
 In Conjunction with : Asia Fashion Exchange
 Held in : YourSingapore
 Official Card : MasterCard
 Co-organised by : Singapore Press Holdings
 Official Digital Imaging Partner : Canon

Official Makeup : Bobbi Brown
 Official Hair Product : Redken
 Official Hair Salon : Action Hair Salon
for Female and Nuyou Catwalk Collection Show
 Official Hair Salon : Capello Loft
for Female and Nuyou Catwalk Collection Show

Participating Malls

- 313@Somerset
- Forum the Shopping Mall
- ION Orchard
- Mandarin Gallery
- Orchard Central
- Paragon
- Plaza Singapura
- TANGS Orchard
- The Centrepoint
- The Heeren
- Wisma Atria

Participating Labels

- Aigner
- alldressedup
- Etro
- Island Shop
- Levi's
- Liz Claiborne
- New Look
- Sonia Rykiel
- TM Lewin
- Vivienne Westwood

Official Media

- Female
- Nuyou
- SPH MediaBoxOffice
- The Straits Times RazorTV
- The Straits Times Urban
- AsiaOne Diva
- Rednano.sg

ii) FSO Asian Model Contest

From 2 April to 12 April, the public can vote for their favourite FSO Asian Model by sending an SMS to 33833 in the format below. All voters stand a chance to win \$1,000 worth of shopping vouchers and other fabulous fashion products.

FSOAM <space> MODEL NUMBER <space> NRIC <space> Full Name <space> Email

E.g. FSOAM AM1 S8674356H OLIVER WONG CHIN TAT oliverwong@sph.com.sg

- Each SMS costs S\$0.20. Participants below the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 12 April 2010, 11.59pm
- Terms and Conditions apply.

iii) Canon FSO Fashion Photography Challenge

As the official digital imaging partner of Fashion Season @ Orchard, Canon is opening the Canon FSO Fashion Photography Challenge to all photographers.

After registering, contestants can submit up to five original works related to FSO between 2 to 20 April 2010.

A panel of judges will shortlist 20 finalist works to be displayed along Orchard from 1 to 9 May 2010 for public voting.

\$7,442 worth of Canon cameras await the top shutterbugs of the Canon FSO Fashion Photography Challenge.

- 1st Prize – Canon EOS 7D KIT with EF-S 18-135IS worth \$3,249
- 2nd Prize – Canon EOS 550D KIT with EF-S 18-135IS worth \$1,799
- 3rd Prize – Canon EOS 1000D KIT with EF-S 18-55IS worth \$899
- 5 Merit Prizes – Canon POWERSHOT A3100IS worth \$299 each

Non-photographers are invited to be part of the Canon FSO Fashion Photography Challenge by voting for their favourite photo. One lucky voter will win a Canon PowerShot S90 worth S\$749.

To vote for your favourite photo, just SMS to 33833 in the following format from 1st of May onwards:
CANONFSO <space> Photo Number (shown on website & exhibition) <space> NRIC <space> Full Name
<space> Email

E.g. CANONFSO 01 S123456A OLIVER WONG CHIN TAT oliverwong@sph.com.sg

- Each SMS costs S\$0.20. Participants under the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 9 May 2010, 11.59 pm
- Terms and Conditions apply.

iv) FSO Best Fashion Window Display Contest

From 2 April to 9 May, be prepared to be wowed by some exciting Spring/Summer window displays created by visual merchandisers who can make window displays talk to shoppers. Appreciate how they make it into an art form and tell us which window display catches your fancy.

Support your favourite store by voting for the window display and stand a chance to win up to S\$6,000 in

shopping vouchers.

Those who vote for the winning store (determined by the highest number votes), will stand a chance to win a S\$1,000 shopping voucher in a lucky draw. Other voters will stand a chance to win 1 of 100 S\$50 vouchers.

From 2nd April onwards, SMS to 33833 in this format to vote for your favourite window display:
FSOWD<space>SMS Code of SHOP<space>NRIC<space>FULL NAME<space>EMAIL
E.g. FSOWD TS S1234567H OLIVER WONG CHIN TAT oliverwong@sph.com.sg

SMS codes of participating stores/ window displays at Orchard Road:

1. Banana Republic (BR)
2. Ben Sherman (BS)
3. Dorothy Perkins (DP)
4. G2000 (G2)
5. Gap (GP)
6. Guess? (GS)
7. Levi's® (L)
8. Miss Selfridge (MS)
9. RAOUL (RL)
10. TANGS Orchard (TO)
11. Topshop (TS)
12. Topman (TM)
13. Warehouse (WH)

- Each SMS costs S\$0.20. Participants below the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 9 May 2010, 11.59pm
- Terms and Conditions apply.

v) FSO Fashion Styling Workshop @ The Centrepoint

Sign up for a fantastic 2-hour fashion styling workshop, during which you get to experience having your very own personal stylist! Let fashion experts help you with your new Spring/Summer styling and wardrobe selection.

At the FSO Fashion Styling Workshop, pick up tips on styling for your Spring/Summer look from the on-site professional stylist, R S Danny, and be spoilt for choice by the variety of apparel in our walk-in wardrobe fit for a diva with fashion collections from Aigner, Aldo, Esprit, Levi's®, Liz Claiborne, Marks & Spencer, New Look, Robinsons, T.M. Lewin and United Colors of Benetton.

There is more to this fantastic experience - you will also receive a complete spring/summer make-up by Bobbi Brown, a hairstyling session by Capello Loft with products by Redken; and a Canon professional photo-shoot to take home a beautiful photograph for keepsake.

All these workshops are held at The Centrepoint for 10 days from 16 to 25 April 2010 and at an attractive fee of only SGD60 (a special privilege of SGD50 when you charge to your MasterCard) for a fabulous session worth SGD100 and goodie bag of fashion gifts!

Fee is inclusive of a 2-hour workshop with fashion styling course, a makeover by Bobbi Brown, hairstyling by hair salon Capello Loft, a tea break, a Canon professional photo shoot where you'll take home a keepsake picture as part of a goodie bag total worth \$100.

The workshops will be held hourly from 11 a.m. to 10 p.m. daily.

The workshop programme

- Know about the latest colour trends for spring/summer 2010
- Know about the latest silhouettes and shapes for spring/summer 2010
- Basic poise & deportment (if time permits)
- Tea Break
- Personal makeover with participating labels, makeup by Bobbi Brown and hairstyling by Capello Loft with Redken's latest range of products
- Photo session with Canon

Registration is subject to availability of timeslots.

R S Danny

R S Danny has been working in the fashion, entertainment and modeling industry for more than two decades locally and regionally. Besides being a fashion stylist, he is also a fashion show producer and a grooming trainer for banks, hotels and multinationals.

His clientele for the past 2 decades includes various local magazines, television stations, shopping malls and prominent fashion and cosmetics brands: Celine, Gucci, Timberland, Christian Dior Fragrances and Cosmetics, The Body Shop, AXN Sony Style and many more. His work had recently brought him into Greater China with DKNY, Max&Co, Pennyblack and I-blues.

Last year R S Danny was the show producer for China Power Top Model Awards, the Elite Model Look China and the 26th Elite Model Look World Finals.

Most recently early this year R S Danny had been nominated for the Asian Top Fashion Stylist Award held in Hangzhou in the inaugural first-ever regional Fashion Asia 2009 Awards by the Chinese government in conjunction with China GuangXi Television and the Asian Fashion Media Association.

Zhang Jingna

Born in the suburbs of Beijing to a humble sporting family – Jingna moved to Singapore at the age of eight. At 14, a mere nine months after picking up air rifle, she broke the national record and joined the national team. Two years later, she left the prestigious Raffles Girls' School to pursue a degree in fashion design. Picking up the camera then, it eventually turned into her voice.

In order to take her passion to greater heights, she left school again in late 2007, and subsequently the national team, to become a professional photographer.

In the span of a year, she had photographed campaigns for Mercedes Benz, Pond's and Wacom, as well as editions of Harper's Bazaar and L'Officiel.

In 2007 Jingna became the youngest recipient of Associateship in the Masters Photographers Association, and a year later, staged her first solo exhibition at The Arts House in Singapore.

With works described as being "ethereal, romantic, and sensuous" – Jingna's images exude a quiet and steady confidence with maturity belying her age.