

FASHION STEPS OUT

ORCHARD ROAD
A GREAT
STREET

@ Orchard

16 Mar – 29 Apr 2012



FOR IMMEDIATE RELEASE

FASHION STEPS OUT @ ORCHARD (FSO) 2012 **16 MARCH - 29 APRIL 2012**

Singapore, 6 March 2012 – For the first time in Orchard Road's history and for a few magical hours, Orchard Road will close for a spectacular fashion runway show – the opening event for Fashion Steps Out @ Orchard 2012 (formerly known as Fashion Season @ Orchard).

And what better place is there than Orchard Road, the “No. 1 shopping avenue”* in one of the top fashion capitals of the world**? Orchard Road Business Association (ORBA) will make groundbreaking inroads into the fashion industry with this first-ever runway which will be closed to vehicular traffic. More than 170 models in latest styles from international and local designers will step out onto our great street on the evening of 17 March.

Fashion Steps Out @ Orchard (FSO) 2012 aims to celebrate fashion and promote everyday-style through compelling shopping rewards and exciting events. The six-week event from 16 March – 29 April will be filled with a myriad of fashion shows and activities that will excite fashion insiders and the shopping public.

“Orchard Road – A Great Street – becomes an even greater showcase for Fashion Steps Out 2012. With the opening show transforming the road into a fashion runway, more than 170 models will sashay down the 'No. 1 shopping belt in the world' wearing local and international brands,” said Mrs May Sng, Chairman of ORBA.

“Like previous years, the event reaches out to everyone - whether catching the runway show, shopping at the Fashion Bazaar or getting styled at Fashion Gets Real. The six weeks will be packed with activities and include MasterCard shopping deals, making fashion accessible to all on the street.”

Mr Andrew Phua, Director, Precinct Development, Singapore Tourism Board, said: “Having models strut down the Orchard Road runway is a very visual way of bringing to life what Orchard Road represents as a lifestyle epicentre. By opening the season of events with a catwalk literally on a vehicular runway, the organisers have gone a step further to make fashion easily accessible to everyone. We believe it is a great way to set the tone for six weeks of fashion-related events and activities and hope both locals and tourists will step out onto ‘one of the world’s most beautiful shopping avenues’ to enjoy fashion this March.”

MasterCard, for the third year running, is the Official Card for FSO 2012.

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“MasterCard is proud to be back as the Official Card for Fashion Steps Out 2012. With so many exciting deals and events lined-up, including the milestone transformation of Orchard Road into a fashion runway, FSO 2012 is going to further elevate the status of Singapore’s premier shopping precinct. For MasterCard, FSO gives us another platform to bring even more *Priceless* experiences to our cardholders. Apart from MasterCard-exclusive deals and privileges, this year, our cardholders will also be able to shop with greater convenience at FSO’s first-ever street fashion bazaar using their MasterCard *PayPass*-enabled cards,” said Ms Julienne Loh, Vice-President and Country Manager, Singapore, MasterCard Worldwide.

The calendar of events over the 6-week period is as follows:

WEEK 1 (16 – 22 MARCH)

Fashion Installations by Raffles Design Institute (RDI) Students (12 March – 1 April)

To set the ambience and bring the buzz of FSO 2012 out to the streets, RDI students will create larger-than-life 3D lit installations in front of Mandarin Gallery, based on the theme “The Lighter Side of Fashion”.

MasterCard Spend & Redeem (16 March – 29 April)

Spend \$300 with your MasterCard at any of the 10 participating malls^ on Orchard Road to redeem a \$30 shopping voucher! Terms & conditions apply. For more information, visit www.orchardroad.org/fso2012.

^Participating Malls:

1. 313@somerset
2. Forum The Shopping Mall
3. ION Orchard
4. Mandarin Gallery
5. Orchard Central
6. Paragon
7. Takashimaya Shopping Centre/Ngee Ann City
8. TANGS Orchard
9. The Centrepoint
10. Wisma Atria

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Shop, Dine & Win Draw (16 March – 29 April)

Shoppers gain ONE chance to win a brand new Citroën DS4, winner of the Most Beautiful Car of the Year, worth \$90,000 in the FSO 2012 lucky draw for EVERY \$50 spent at any outlet in the 10 participating malls. Purchases charged to a MasterCard triple the chances of winning! The Citroën DS4 will be on display in front of Mandarin Gallery from 16 March to 1 April.

Rise and Shine! The Picture-Perfect Fashion Show at TANGS Orchard (16 March)

Recapture the charming lifestyle of the 1950s this Spring with a spectacular fashion showcase featuring CHALK, FRED PERRY, MARTINA PINK, NÖEL CALEB, N TYLER & STUDIOTANGS, and make up by M•A•C at TANGS Orchard Level 2, 7pm. The Best Dressed Guy and Girl in their most striking

Orchard Fashion Runway (17 March)

Fashion literally steps out onto Orchard Road on the Opening Night of FSO 2012. At 8.30pm, more than 170 models will walk down the road in a runway showcasing local and international brands, set amidst alfresco seating for VIPs and guests. Orchard Road will be fully closed from 8pm and will re-open after the fashion show at 10pm. The participating brands are Vivienne Westwood, Dsquared², Dip Drops, Rosebullet, iCB, J.Press, Robinsons, Marks & Spencer, Just Cavalli, Paul & Joe and Maria Grachvogel.

SPRING 2012 at Paragon (16 March – 6 April)

Preview the Spring / Summer collections of Ermenegildo Zegna, Maria Grachvogel, Calvin Klein Jeans, Marks and Spencer, Larry Jewelry, Wallis, Fox Kids, Maxstudio.com, Petit Bateau and Raffles Privato over 4 glamorous weekends of runway galore from 16 March – 6 April. Visit www.paragon.com.sg from 15 March onwards for more details.

WEEK 2 (23 - 29 MARCH)

Fashion Bazaar at Mandarin Gallery (23 – 25 March)

A chic, trendy fashion soiree in a lifestyle-bazaar setting with FSO-exclusive star buys from high-street brands and stylish food – this is one bazaar you won't want to miss. Look out for a Topshop Print Shop, Ms Selfridge Candy Store, Diva Garden, Laline-to-go Pop-up Store, What Women Want Styling Shop, M.A.D. Chocolates & Jewelry Store and Jones the Grocer Coffee Place. The first 300

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shoppers to charge a minimum of \$50 to their MasterCard will get to redeem a complimentary copy of the April issue of Harper's BAZAAR.

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WEEK 3 (30 MARCH - 5 APRIL)

Fashion Gets Real at ION Orchard (31 March – 1 April)

Makeover time for shoppers! This fun and interactive workshop at ION Orchard that is presented by StarHub will have participants style themselves with the latest Spring / Summer styles, then get advice from a panel of fashion experts. The best-styled participant will win the outfit.

A Colourful Affair @ OC (31 March – 22 April)

Expect four vibrant weekends of runway shows at Orchard Central featuring global brands such as Ashley Isham, Desigual and Levi's®, as well as local designers Blackmarket No. 2, SABRINAGOH, The Reckless Shop, Abyzz by Desmond Yang and many more! There will be 2 shows per weekend at 3pm and 7pm. Catch special appearances of pets strutting alongside models on the runway on 31 March and 22 April at 3pm.

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WEEK 4 (6 – 12 APRIL)

Imagining Fashion (9 – 29 April)

Presented by Canon IXUS, aspiring fashion photographers will be invited to create their best interpretation of the theme "Style meets Substance". Only the top winner and 3 runner-ups will have

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their winning entries displayed in a larger-than-life photo exhibition right on Orchard Road (in front of Mandarin Gallery). The winners will also get to win the latest range of Canon imaging products.

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WEEK 5 (13 – 19 APRIL)

“What’s your fashion alter ego?” at 313@somerset (13 – 15 April)

As part of FSO 2012, 313@somerset is in search for people who want to be transformed into their Fashion Alter Egos - think Beyonce Knowles and her racy Alter Ego Sasha Fierce or Lady Gaga and her bodacious greaser alter ego, Joe Calderone. 313 Fashion Spies will fish for the next big Fashionista starting 16 March along Orchard Road, culminating to a final showdown of the Fashion Egos at a glitzy fashion show on 29 April where a winner will be unveiled. More details are available on the “Fashion Alter Ego” tab on facebook.com/313somerset

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WEEK 6 (20 – 29 APRIL)

Next Face of Asia Finals & Closing Party at Shaw Lido (27 April)

FSO 2012 ups the ante and takes the lead to discover Asian models from the region and become the platform for launching Asian faces internationally. A regional search will reach out to potential talent from Singapore, Malaysia, Thailand, Vietnam, Philippines, HK, Taiwan, Indonesia, China and India. The Top 10 contestants will battle it out during the Finals held at the theatre-turned-runway at Shaw Lido. The winner will walk away with \$10,000 worth of prizes and become the Face of FSO 2013.

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Be a part of Fashion Steps Out @ Orchard 2012, experience and enjoy the exciting fervor, and be fashionably inspired!

** In a 2011/2012 survey conducted by French marketing consultancy Presence Mystery Shopping (as reported by Xin Hua News Agency: 3 Jan 2012 and in Lian He Wan Bao, Sin Min Daily News: 3 Jan 2012; Lian He Zao Bao: 4 Jan 2012; CNNGo.com: 6 Jan 2012; My Paper: 9 Jan 2012; and The Straits Times: 10 Jan 2012).*

*** Singapore is ranked 8th out of 15 top capitals in The Global Language Monitor's Top Global Fashion Capital for 2011. (Source: <http://www.languagemonitor.com/fashion/london-overtakes-new-york-as-top-global-fashion-capital/>)*

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About FSO

Fashion Steps Out @ Orchard (formerly known as Fashion Season @ Orchard) aims to bring fashion to the man on the street. From 16 Mar – 29 Apr 2012, the Orchard Road shopping belt of nearly 800,000 sq. m of retail space will be heralding the Spring / Summer fashion season with exciting events and promotions that will spice up everyday fashion and thrill shoppers. FSO 2011 brought 5.2 million visitors, drew \$3.9 million in receipts (an 18% year on year growth in sales***), and generated \$2.035 million worth of publicity. FSO 2012 aspires to attract even more visitors and higher spend.

For more information, please visit www.orchardroad.org/fso2012 or www.facebook.com/fashionstepsout.

*** According to MasterCard's tracking in USD

About Orchard Road Business Association

Orchard Road Business Association (ORBA) represents 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 these businesses. With more than 60 members, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants, ORBA also organises memorable events such as the Christmas Light-Up @ Orchard, Fashion Steps Out @ Orchard and Rev-Up @ Orchard.

ORBA operates under the auspices of the 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 Sng Ngoi May, Executive Director of Orchard 290 Ltd (Owner and Manager of Paragon Shopping Centre) as Chairman.

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

About MasterCard

MasterCard (NYSE: MA) is a global payments and technology company. It operates the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities — such as shopping, traveling, running a business and

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managing finances — easier, more secure and more efficient for everyone. Learn more at mastercard.com or follow us on Twitter @mastercardnews or join the conversation on The Heart of Commerce Blog (<http://newsroom.mastercard.com/blog/>).

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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