

## Media Release

*For Immediate Release*

### **Orchard Road Kicks-Off Fashion Steps Out @ Orchard 2014 with Traffic-Stopping Orchard Road Fashion Runway on Saturday 5 April 2014**

**Singapore, 1 April 2014** – Watch as Orchard Road heralds the Spring-Summer fashion season with the biggest and most exciting fashion show in Singapore. The highly anticipated **Orchard Fashion Runway**, which takes place on Saturday 5 April 2014, will kick-start the six-week **Fashion Steps Out @ Orchard 2014 (FSO)** fashion extravaganza from Friday 4 April – Sunday 18 May 2014.

#### **Fashion Stops Traffic – Orchard Fashion Runway**

On Saturday 5 April 2014, Orchard Road will once again be transformed into the longest runway for the precinct's grandest fashion show as it switches the usual vehicular bustle for a dazzling outdoor catwalk display of the latest Spring-Summer collections.

"We invite spectators from all over Singapore to come watch the Orchard Fashion Runway. Even as we close Orchard Road for the third year running, our message remains unchanged. This longest runway show is a clarion call reminding all that fashion isn't just meant for those with a penchant for the esoteric. It is for anyone and everyone, and the sheer array of merchandise on catwalk is actually available for sale in our Orchard Road stores," said Mrs May Sng, Chairman of Orchard Road Business Association (ORBA).

Fashion will literally stop traffic at the Orchard Fashion Runway as 150 models strut the Orchard Road catwalk, donning the latest designs from nine fashion brands. Spectators can groove to the music as the models present looks from the following in a thematic catwalk display:

1. Aimer (beach wear collection featured for the first time at Orchard Fashion Runway)
2. Ashley Isham
3. David Koma
4. DEPRESSION
5. i.t
6. Manish Arora
7. MAX&Co.
8. Robinsons
9. The Reckless Shop

At the Champagne Sundowner, invited guests will be partying at Level 1 ION<sup>2</sup> before the Runway show with canapés and champagne.

The buzz continues into the night for guests of the Orchard Fashion Runway as Topshop Topman Knightsbridge joins in the celebration of everyday fashion, hosting the Orchard Fashion Runway After-Party for the first time.

## FSO Fashion Tower

Get ready as FSO brings the focus of Asia's fashion scene to Orchard Road with a slew of exciting new events and promotions set to wow visitors.

For the first time this year, FSO will welcome visitors onto the *Great Street* with a stylish **Fashion Tower** situated at the Paterson / Scotts junction of Orchard Road, highlighting this year's Spring-Summer palette.



This six-week fashion season will also feature new events such as **Fashion Reimagined** and **Local Labels Exhibit @ Orchard Central** in support of the young, as well as local designers, by providing them with a platform to showcase their talents.

## **Celebrating Everyday Fashion with Everyone**

### Shopping with MasterCard (Friday 4 April - Sun 18 May 2014)

MasterCard®, the Official Card for FSO 2014 for the fifth year running, will be joining in the celebration of fashion's finest. Charge \$300 to your MasterCard at any of the participating malls\* on Orchard Road to redeem a \$30 shopping voucher.

Shoppers also stand a chance to win shopping vouchers in the Shop, Dine & Win Draw with every \$50 spent at any outlet in the participating malls. Charge your purchases to MasterCard and triple your chances of winning!

\*Participating malls:

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

"MasterCard supports Fashion Steps Out because we recognise that Singaporeans are passionate about shopping and fashion. In fact, MasterCard data on Consumer Purchasing Priorities shows that more than 60 percent of Singaporeans buy luxury goods locally, so there's no need to travel to shop this season when the latest trends are readily available on Orchard Road," said Ms Julienne Loh, General Manager, MasterCard Singapore.

### Fashion Tower (Friday 4 April – Sunday 18 May 2014)

In an avant-garde combination of fashion and the Arts, for the first time this year, visitors will be welcomed onto Singapore's premier shopping boulevard with a stately Fashion Tower at the Paterson / Scotts junction of Orchard Road.

"The fifth instalment of Fashion Steps Out @ Orchard is expected to bring much buzz once again to one of the world's most attractive shopping avenue. This year, we are heartened to see new events such as Fashion Reimagined and the Local Labels Exhibit @ Orchard Central and the injection of even more local elements. We believe such events will help ignite interest in both locals and visitors alike, especially for those searching for an authentic local experience," said Ms Tan Yen Nee, Director, Lifestyle Precincts Development, Singapore Tourism Board.

Fashion Reimagined (Monday 5 May – Sunday 18 May 2014)

Promising designers of Raffles Design Institute (RDI) will convert shopping bags from Paragon Shopping Centre and participating retailers on Orchard Road into wearable and fashionable apparel. There are a total of fourteen outfits exclusively presented by 30 RDI students, featuring shopping bags from Adolfo Dominguez, Antepima, G-Star Raw, GUESS, Karen Millen, Paragon and POIS.

Local Labels Exhibit @ Orchard Central (Thursday 27 March – Friday 11 April 2014)

In an effort to enliven Singapore's local fashion scene, Orchard Central will be showcasing the collections of four local designers with five iconic pieces from their Spring-Summer Collection. There are a total of 20 designs featured from brands such as The Reckless Shop, SABRINAGOH, MATCHBOX and Sans & Sans.

Clozette - Official Fashion Social Network (Wednesday 2 April – Wednesday 21 May 2014)

Clozette is the Official Fashion Social Network for FSO 2014 and will be hosting a series of social engagement activities throughout the festival.

Look forward to live coverage of key FSO 2014 events, spot Clozette's ambassadors' in their modish get-up at 'Shop The Look', join in the fun with Clozette's specially designed Puzzle Game and Instagram photo contest (Total \$8,000 worth of shopping vouchers to be won!) Log on to [www.clozette.co/fso2014](http://www.clozette.co/fso2014) for more details!

Please refer to the Fact Sheet for more information on the above-mentioned shopping promotions and events; or visit [www.orchardroad.org/fso](http://www.orchardroad.org/fso), [www.facebook.com/fashionstepsout](http://www.facebook.com/fashionstepsout).

Official hashtag for FSO 014 – #fashionstepsout

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### **About Fashion Steps Out @ Orchard**

Fashion Steps Out @ Orchard (FSO) is an annual highlight and one of the key events organised by Orchard Road Business Association (ORBA), aimed at bringing fashion to the man on the street.

Into its fifth year, FSO 2014 takes place from Fri 4 April - Sun 18 May 2014. During this six-week event, 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.

The marquee event of FSO 2014 - Orchard Fashion Runway - is slated to take place on Sat 5 April 2014. This annual signature event switches the usual vehicular bustle for a dazzling outdoor catwalk display of the latest Spring / Summer designs from local and international brands.

FSO 2014 aims to celebrate fashion and promote everyday-style through compelling shopping rewards and exciting events. The six weeks are packed with activities and include MasterCard shopping deals, making fashion accessible to all on the street.

### **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 about 120 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 Vice-President, Retail Property Management, SPH Ltd (Executive Director of Paragon) as Chairman.

For more information, please visit [www.orchardroad.org](http://www.orchardroad.org) or [www.facebook.com/orchardroad.sg](https://www.facebook.com/orchardroad.sg).

### **About MasterCard**

[MasterCard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate 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 managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](#) and [@MasterCardSG](#), join the discussion on the [Cashless Pioneers Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

### **About the 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 <http://www.stb.gov.sg/>.

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