

**SAMSUNG**  
**FASHION**  
**STEPS**  
**OUT**  
**2016**  
**@ORCHARD**

**25 MARCH - 08 MAY 2016**



SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL ON ORCHARD ROAD RETURNS



## FRINGE ACTIVITIES

#fashionstepsout



**SAMSUNG**  
**FASHION**  
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**ORCHARD FASHION RUNWAY**  
**26 MARCH**



**NEW LABELS**



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ORCHARD FASHION RUNWAY



DANIEL BOEY  
SHOW PRODUCER



MEDIA PARTY INVITATION



ORGANISED BY  
ORCHARD ROAD BUSINESS ASSOCIATION  
SUPPORTED BY  
SINGAPORE TOURISM BOARD



MEDIA CONTACTS  
MEDIA PARTY RSVP

# SAMSUNG FASHION STEPS OUT @ ORCHARD RETURNS

*expect a spectacular runway feat on 26 march. well-known fashion labels & regional personalities*



2 MARCH 2016: Singapore's most anticipated and one of the largest scale fashion events/programmes, Samsung Fashion Steps Out @ Orchard, is set to return for a six-week extravaganza from 25 March - 8 May 2016.

This is the seventh annual edition, and Fashion Steps Out @ Orchard is once again organised by Orchard Road Business Association [ORBA], and supported by Singapore Tourism Board [STB].

Since the debut of Fashion Steps Out @ Orchard debut in 2010, this annual highlight has been on every fashion fan's to-do list. This is when the Orchard Road shopping belt celebrates the Spring/Summer fashion season with local and international brands, as well as exciting events, fashion parade / runway show, fashion installations and exclusive MasterCard® shopping promotions.

## ORCHARD FASHION RUNWAY

What's not to be missed is the biggest fashion show that will take place on the streets of Orchard Road on Saturday 26 March. The style parade will also feature a wide range of fashion styles from a collection of well-known labels. Like the previous Fashion Steps Out @ Orchard editions, Orchard Road will be closed to vehicular traffic and will be transformed into Singapore's longest fashion runway.

## NEW HIGHLIGHTS

This year, Singapore's fashion doyen Daniel Boey will make his debut and lend his expertise as a show producer for the Orchard Fashion Runway, the opening fashion show - and curtain raiser - for the Samsung Fashion Steps Out @ Orchard 2016.

Besides fringe activities such as knit-fitti, shoppers and fashion fans can also expect to see an entourage of regional personalities, comprising artistes and influencers from Malaysia, Indonesia and Philippines, gracing the Orchard Fashion Runway, the runway show of Samsung Fashion Steps Out @ Orchard 2016.

The participating fashion labels comprise a myriad of unique styles, and a label by a famous Asian artiste and celebrity will make its debut in Singapore and at this year's Fashion Steps Out @ Orchard. These labels and the regional personalities will be revealed at the upcoming media party on 10 March at ION Orchard, the official press venue.

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# ORCHARD FASHION RUNWAY

WHEN FASHION STEPS OUT AT SINGAPORE'S LONGEST CATWALK ON ORCHARD ROAD

Get those cameras out, style watchers. Fashion Steps Out @ Orchard is a fun-filled six-week extravaganza that shows off the latest fashion trends from around the globe, in the heart of Orchard Road.

Since its debut in 2010, this annual highlight has been on every fashion fan's to-do list. This is when the Orchard Road shopping belt celebrates the Spring/Summer fashion season with local and international brands, as well as exciting events and shopping promotions.

## THE LONGEST CATWALK

Kicking off this must-see annual event is Singapore's biggest fashion show, Orchard Fashion Runway, held right here on this iconic street. This is the longest catwalk show you'll see, with a veritable army of stunning models sashaying in top looks from Spring/Summer 2016 collection.

The clothes and accessories shown on the runway are available to buy from the stores around you in Orchard Road. If you prefer something a little hands-on, look out for the numerous fashion-inspired events and activities: fashion-themed installations and, if you're lucky, a chance to hob-nob with fashion types at parties and cocktail dos.

Not forgetting the shopping, with loads of special deals and your chance to win cool prizes at participating malls on Orchard Road.

## SHOP, DINE AND WIN

**Friday 25 March- Sunday 8 May 2016**

Shopaholics, get your wallets ready too. Stand a chance to win shopping vouchers in the Shop, Dine & Win Draw with every S\$50 spent at participating malls. Charge your purchases to your MasterCard® card, the Official Card of Samsung Fashion Steps Out @ Orchard 2016, and TRIPLE your chances of winning! 15 tourists stand to win MasterCard prepaid cards worth S\$500 or a trip back to Singapore with S\$1,000 shopping vouchers!

All entries must be submitted via SMS. Each SMS is free-of-charge. Roaming SMS charges may apply for tourists who participate in the draw. Participants below the age of 18 must seek parental consent. Other terms & conditions apply, visit [www.orchardroad.org/fso](http://www.orchardroad.org/fso) for more information.







DANIEL BOEY

SHOW PRODUCER  
SAMSUNG FASHION STEPS OUT @ ORCHARD 2016

# SHOWPRODUCER

Daniel Boey, referred to as the "Godfather of Singapore fashion" by HerWorldPlus and "Singapore's fashion royalty" by IS magazine, is a creative and fashion director / curator whose name is synonymous with inspired, cutting-edge and groundbreaking ideas, and is one of the most sought-after fashion and lifestyle event curators in Asia.

Hailed as one of the "Singaporeans who mattered most in 2009" by CNNGo.com - a travel and lifestyle website by CNN - Daniel's extensive portfolio includes some of the most highly publicised fashion events in the region, and includes work in London, Edinburgh, Berlin, Manchester, New York, Bangkok, Beijing, Shanghai, Ho Chi Minh City and KL, for high-profile clients like Christian Dior, Louis Vuitton, Loewe, Fendi, Tiffany, Jean Paul Gaultier, Paloma Picasso, Hugo Boss, Herve Leger and Vera Wang, and couturiers Christophe Josse, Alexis Mabille, Maxime Simoens, Anne Valerie Hash, Frederick Lee, Michael Cinco and Sebastian Gunawan.

As one of the region's most respected fashion authorities, Daniel sat on the panel of the Haute Couture symposium in 2012 with fashion legend Ms Suzy Menkes, Mr Didier Grumbach [president of the Chambre Syndicale de la Haute Couture] and 8 Parisian haute couturiers. He was also roped in by the DesignSingapore council as creative director / fashion consultant to their shows in London [2005], Beijing [2007], Shanghai [2007] and Milan [2008]. Daniel was show director at other world-renowned events like the Edinburgh Fashion Festival [2006], ExperienceUK in Dubai [2002], Manchester Fashion Week [2002/03], Commonwealth Fashion [2002].

As a curator, Daniel was responsible for conceptualising, developing, producing and directing major fashion events in Singapore and the region, including inspirationUK, French Fashion Furor and MilanMania, the Singapore Fashion Festivals in 2001/2/4/8 as well as the Asia Men's, Women's and Haute Couture Fashion Weeks since 2011.

In addition, he worked with the Zandra Rhodes museum in London in 2004 to adapt the "My Favourite Dress" exhibition into an integrated, multi-disciplinary experience for an Asian audience, curating the Asian designers' collection as a special capsule that was shown alongside the international pieces [which included representation from Alexander McQueen, John Galliano, Vivienne Westwood and the like], as well as designing / producing the launch event.

In 2002, Daniel was part of the Singapore team that worked on a Jean Paul Gaultier couture exhibition at the Asian Civilizations Museum in Singapore, and produced the opening show at its opening. Daniel was also the brainchild behind DesignSingapore's cross-collaborative Blueprint showcase in 2008, curating the works of fashion and furniture designers, stylists, a filmmaker and a theatrical set designer, conceptualizing the content and designing twin events at SFF in Singapore and Salon Mobile in Milan.

visit [www.danielboey.com](http://www.danielboey.com)

# SAMSUNG FASHION STEPS OUT 2016 @ORCHARD

25 MAR - 08 MAY

## MEDIA PARTY

Dear Editors and Journalists,

The most anticipated fashion festival on Orchard Road returns.

You are invited to join us at the media party for the latest updates and main show highlights such as participating labels, attending fashion personalities and more.

Date Thursday 10 March 2016  
Time 10am  
Venue L56 ION Sky, ION Orchard, 2 Orchard Turn, Singapore 238801

RSVP to Saffron Communications by Tuesday 8 March 2016.

Wee Pei Pei  
T: +65 68129475 | M: +65 8222 5534  
Email: peipei@saffron-comm.com

Benita Low  
T: +65 6812 9458 | M: +65 9824 5528  
Email: benita@saffron-comm.com

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A signature event of ORCHARD ROAD BUSINESS ASSOCIATION



Founded in 1998, Orchard Road Business Association [ORBA] is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

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 more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee [EXCO] comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

visit [www.orchardroad.org/fso/](http://www.orchardroad.org/fso/)

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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.

visit [www.stb.gov.sg](http://www.stb.gov.sg) / [www.yoursingapore.com](http://www.yoursingapore.com)



## FSO PRESS CONTACTS

CHERYL KHONG  
DIRECTOR  
SAFFRON COMMUNICATIONS

☎ +65.6812.9475

☎ +65.9724.2698

✉ cheryl@saffron-comm.com

WEE PEI PEI  
MANAGER  
SAFFRON COMMUNICATIONS

☎ +65.6812.9458

☎ +65.8222.5534

✉ peipei@saffron-comm.com

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