

SAMSUNG
FASHION
STEPS
OUT
2016
@ORCHARD

25 MARCH - 8 MAY



THE SPECTACULAR ORCHARD FASHION RUNWAY

THE ORCHARD FASHION RUNWAY RETURNED WITH YET ANOTHER SPECTACULAR SHOW ON SINGAPORE'S ICONIC SHOPPING BELT

29 March 2016: Celebrities, VIPs, influencers, a record cast of 188 models / talent in the fashion festival's seven-year history, and more than 150,000 visitors were at the spectacular Orchard Fashion Runway, which raised the curtain to the annual Samsung Fashion Steps Out @ Orchard 2016 last Saturday.

Some of the 700 media personalities, stakeholders and VIP guests included Mr Baey Yam Keng, MP of Tampines GRC Singapore, Tourism Board's Chief Executive Mr Lionel Yeo, Orchard Road Business Association's Executive Director Mr Steven Goh, and Samsung's President [Singapore] Mr Stephen Suh.

They were joined by celebrities - singer songwriter JJ Lin [Singapore]; VJ/TV host Daniel Mananta [Indonesia]; Aisyah Aziz [Singapore]; and actress/model Sheila Sim [Singapore], alongside local radio personalities Sonia Chew, Yasminne Cheng, Rosalyn Lee, and musicians/artists Tay Kewei, Alfred Sim, The Freshman [Carrie Yeo, Chen Diya], and Jae Liew. Plus, regional style-makers - fashion blogger Laureen Uy [Philippines] and actress Min Chen [Malaysia].

The hour-long Orchard Fashion Runway is curated by Singapore's fashion doyen Daniel Boey who presented eight fashion labels - FOX Kids & Baby, Raffles Privato, RÉVASSEUR, SEAN & SHEILA, MASH-UP, PHANTACi, Thomas Wee and UNIQLO. The street event continued with an after-party featuring Zouk's resident DJ Hong till 11pm. Orchard Road was open to vehicular traffic at midnight.



FRINGE EVENTS

One of the highlights is Knit in the City [15 Apr - 8 May] at Wisma Atria, Indoor Event Space Level 1. Check out craftist Adeline Loo's quirky vision of a fantasy knitscape, featuring a fully knitted giant backdrop, headpiece and train complete with giant needles.

Other noteworthy fringe highlight is the Samsung Fashion Visionaries, to be held at 313@somerset [22 Apr - 24 Apr] Level 1 Atrium, and Paragon, Level 1 Atrium [28 Apr - 8 May]. At Samsung Fashion Visionaries, consumers can enjoy an immersive experience with the new Samsung Galaxy S7 4G+, S7 edge 4G+ along with Samsung Gear VR and Samsung Gear 360. Consumers will be able to experience different ways of capturing memories in 360° with the Gear 360 which allows reliving them in vivid, immersive quality via the Gear VR.

SUPPORTING STAKEHOLDER EVENTS

Throughout FSO period, at various venues
Lifestyle and/or fashion-themed events and experiences, organised by Orchard Road stakeholders, will also be made available for the public to enjoy throughout this period.



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