

# Press Release



FOR IMMEDIATE RELEASE

## 20 **WOMENS** 11 Inaugural FASHIONWEEK Singapore

THE SHOPPES AT  
MARINA BAY **Sands**  
SINGAPORE

### THE SHOPPES AT MARINA BAY SANDS HOSTS A SERIES OF EXCITING FASHION EVENTS AS IT PREPARES FOR THE INAUGURAL WOMEN'S FASHION WEEK 2011 SINGAPORE

*WFW2011 Singapore Exclusive Haute Couture Exhibition and VIP Fashion Night at  
The Shoppes at Marina Bay Sands are just some of the treats for shoppers*

Singapore, 6 October 2011 – The Shoppes at Marina Bay Sands, the title sponsor of the inaugural **Women's Fashion Week 2011 (WFW 2011) Singapore**, announces a series of exclusive fashion events as a build up to the most anticipated fashion event of the year. Co-organized by Fide Multimedia and SENATUS, WFW 2011 Singapore will present a season of *prêt-a-porter* shows from **21 to 23 October** and exclusive shows which will showcase Parisian *Haute Couture* in Singapore from **26 to 30 October**.

A prelude to the *Haute Couture* Week is the **WFW 2011 Singapore Haute Couture Exhibition**. From 6 to 31 October, an exclusive exhibition featuring dozens of *Haute Couture* creations, retrospective and current, from various *Couturiers* will be on display. The collection will showcase the rarefied craftsmanship that is inherent in *Haute Couture*. The exhibition opens at The Shoppes' Grand Colonnade South, and will be on display throughout the mall at five locations over the entire month.

A second initiative designed especially to thank shoppers for their support and provide an exciting and distinct shopping environment is the **WFW 2011 VIP Fashion Night at The Shoppes**. Held on 13 October, with free champagne flowing just for our shoppers at pop up bars throughout the mall and in-store discounts at over 120 boutiques offering up to 70 percent discount, for just one night, this will be a shopping extravaganza not to be missed,

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At least 30 models will also make shopping selection easier as they showcase the season's latest fashion apparels, accessories and reveal the hottest beauty and hair tricks from the top hair and make-up salons at The Shoppes. Participating brands at the **VIP Fashion Night** include 7 For All Mankind, Agatha Paris, Alleira, Anne Fontaine, Avana, Furla, Hoamgar, iROO, Longchamp, Moïselle, Society of Black Sheep, Urbanhair and Zadig & Voltaire, to name just a few.

Frank Cintamani, WFW 2011 Singapore's Chairman and Founder of Fide Multimedia, said, "This is indeed an international fashion coup for us in Singapore! This is the first time that eight designers, who are either *Haute Couturiers* or invited members of the *Chambre Syndicale de la Haute Couture*, are showing their collections collectively, outside of France, in one world-class venue – The Shoppes at Marina Bay Sands. Besides Gustavo Lins and Stephane Rolland, we have the pleasure of also hosting Anne Valérie Hash, Christophe Josse, Dominique Sirop, Alexis Mabille, Eyméric François and Maxime Simoëns. This event in Singapore marks *Couture's* next milestone."

Mr. Mark Juliano, Marina Bay Sands' Senior Vice President of Marketing, said, "The Shoppes at Marina Bay Sands is all about redefining our shoppers' experience and with the unveiling of the *Haute Couture Exhibition*, we are doing just that. This exhibition will unravel the world of Parisian Haute Couture and for the first time give Singapore an insight into this complex world of creativity and passion."

"We are also very excited about the exclusive **WFW 2011 VIP Fashion Night at The Shoppes**. We have been committed to ensuring our shoppers are rewarded for their support thus far but at the same time, we want to attract those who appreciate only the best retail mix and a fun shopping environment. We have worked tirelessly in collaborating with our leading retailers to bring the finest selection in fashion, and are certain that after London, Paris and New York, our shoppers will have the same world-class experience, right here at The Shoppes at Marina Bay Sands."

Kien M Lee, WFW Director and Founder of SENATUS, explained, "Women's Fashion Week *Haute Couture Exhibition* hopes to instill *Couture* consciousness amongst the public and fashionistas alike. This exhibition will showcase carefully chosen creations from the designers who will be featuring during *Haute Couture Week*."

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"In addition to providing a sneak preview to the full line-up of magnificent creations one can expect during our event proper come late October, the exhibition will also serve to expose the finest designs in fashion to the patrons of The Shoppes at Marina Bay Sands, as well as allow an up-close and in person appreciation of the fabric and construction of contemporary *haute couture* dresses. This is a rare experience that, until now, was afforded only to those who belong to the small club of customers around the world. Singaporeans can now admire the craftsmanship and the sartorial sophistication behind the artistry that is *Haute Couture*."

"Women's Fashion Week's finale presenting the best of *Haute Couture* from Paris with the support of our title sponsor, The Shoppes at Marina Bay Sands and our first-tier sponsors from DHL, Montblanc and Rolls-Royce Motor Cars represent the marriage of the best-in-class from each industry – of fashion, logistics, watchmaking, luxury automobiles and retail. Besides the synergistic opportunities that will arise from working jointly with our key stakeholders, this combined partnership is an affirmation of our bullishness towards the Singapore market, the Singapore consumer and the recognition of the rise of Singapore as the World's Capital."

"DHL is privileged to be a part of the inaugural WFW 2011 in Singapore. As the world's leading logistics service provider for the fashion business, we have demonstrated unwavering support and commitment to the global fashion industry and with WFW 2011, DHL is bringing eight of the best French *Couture* houses to the Lion City. We look forward to a great show and this will open yet another new chapter for both the local and regional fashion scene," said Herbert Vongpusanachai, Managing Director, DHL Express Singapore.

Catherine Ang, Managing Director, Montblanc Southeast-Asia, enthused, "Montblanc is pleased to be part of the inaugural *Haute Couture* Week in Singapore. Sharing similar values with the creation of *haute couture*, timepieces from the Montblanc Villeret Collection celebrate *Haute Horlogerie* in its highest form of craftsmanship and are also true collector pieces backed by immense creativity and innovation behind each timepiece."

"Honouring traditional Swiss watch making, every timepiece of the Montblanc Collection Villeret 1858 is handmade in Villeret and bears witness to the craftsmanship of a single watchmaker, performing his art purely by hand from throughout the watch making process."

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“Watch connoisseurs who revel in creative self-expression will appreciate the Montblanc Villeret luxury bespoke service. By being part of this initiative, Montblanc celebrates the dynamic vision of imagination and unlimited creativity.”

Paul Harris, Regional Director, Rolls-Royce Motor Cars, Asia Pacific, added, “Rolls-Royce has always been about elegance, style and bespoke creations. Even today, each of our cars is unique and individually tailored to their owners. So when this opportunity arose to be involved in the pinnacle form of fashion - *Haute Couture* - we saw strong synergies in both brands' work. Furthermore, not only have Rolls-Royces been graced by celebrities and individuals of high fashion, but this year sees the centenary of our iconic Spirit of Ecstasy, and it is fitting we should also celebrate this with our partnership.”

Daniel Boey, Creative Director of WFW2011 Singapore and internationally-acclaimed runway show producer, shared, “WFW2011 Singapore will also play host to other Asian as well as Singaporean designers to showcase their *couture* collections in **WFW 2011 Singapore presents Asian Couture Showcase** on the 26 of October. This event will be an invaluable platform especially for Asian and Singaporean designers to showcase and gain wider exposure for their collection beyond their local shores. We have the participation of Singapore-born, London-base Ashley Isham, Frederick Lee and Thomas Wee from Singapore. Collectively, they will present a selection of their new key looks”.

“While the *Haute Couture* element is pure inspiration and a proud display of the finest handwork and dressmaking, we haven't forgotten the general public. **WFW 2011 Singapore presents Prêt-a-Porter**, held from the 21 to 23 October will showcase the latest collection of select fashion brands, all of which can be found here at the world-class The Shoppes at Marina Bay Sands, plus a special show appearance by Issue from Thailand, who recently showed to a thunderous reception at the Men's Fashion Week 2011 in April.”

“On **VIP Fashion Night**, The Shoppes will stage a large-scale fashion presentation with 30 models parading throughout the mall in the season's latest.”

The prolific Chinese artist, Wang Chuanfeng - whose “Peace Fish” was prominently featured at the Diaoyutai Guest House, the site where the Six-Party Talks were held in 2005 - will also be present to showcase his art.

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To top all of this off, WFW 2011 Singapore is proud to be in association with the Singapore Fashion Film Festival. We will also be screening one of these movies daily in the afternoons, during *Haute Couture Week* (27 – 30 Oct) in the Sands Expo and Convention Center.

This inaugural WFW 2011 Singapore is supported by the French Embassy and is a part of Encore!  
– The European Season.

The Official Charity Partner is CELTON, which was an Official Sponsor of Men's Fashion Week Singapore and now Women's Fashion Week Singapore.

#### **COMMITMENT TO PHILANTHROPY**

The Celton Group is fully committed to contributing to society through a systematic series of corporate donations, active support and partnership which seeks to benefit the lives of the less fortunate and to provide opportunities for growth and development for those who need it most. Celton's business culture, one it very much believes in and which extends to its philanthropic and charitable efforts revolve around "an opportunity to serve."

#### **SUSTAINABLE PHILANTHROPY**

Over the last couple of years, the group has been active in a number of initiatives across the globe, most notably in Singapore. Celton understands the need to be both consistent and committed to the causes that it support. Such dedicated support over the course of a couple of years, ensures that the organizations that the group champions are able to plan ahead, and make balanced decisions, and positively impact the lives of many people.

#### **A DEDICATION TO YOUTH**

Celton's approach to focusing on youth and youth related activities has been based on the notion that affecting and influencing the younger generations will have significant benefits in the longer term. Affecting lives and changing behaviours can often be best achieved by supporting a country's youth and younger members of our societies. There was perhaps no better way for Celton to express this, than through its 'Official Supporter' role of the inaugural Youth Olympic Games in 2010.

#### **LEADING BY EXAMPLE**

As a leading international organization dedicated to pursuing a business strategy that encompasses a positive approach to philanthropy and corporate social responsibility, we recognize we are well placed to set an example to others. Such a belief was recognized by our invitation to the UBS Global Philanthropy Forum 2010. Celton's support last year for a range of charitable and philanthropic causes, spanning the arts and culture to those in need as a result of chronic social or medical conditions represents what it believes to be good corporate behaviour.

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More show information and updates on WFW 2011 Singapore can be found its Facebook Fan page – [facebook.com/wfwasia](https://www.facebook.com/wfwasia).

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**ABOUT MARINA BAY SANDS PTE LTD**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances, including world renowned Broadway shows. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).