

MEDIA RELEASE

**ION ORCHARD MARKS THE START OF “8 YEARS AND BEYOND”
CELEBRATION WITH A SYMPHONY OF LIGHTS AND FASHION THIS
SPRING/SUMMER SEASON**



SINGAPORE, 17 MARCH 2017 – The launch of ION Orchard’s 2017 Spring/Summer season marks the start of eight months of festivities to celebrate the mall’s 8th Anniversary. The anniversary celebration, themed “8 Years and Beyond”, will include exciting member rewards, fashion, dining and art events, and eventually culminating in a glitzy gala dinner and star-studded outdoor fashion concert in September 2017.

Celebrating “8 Years & Beyond” at ION Orchard

The “8 Years & Beyond” celebration promises a blockbuster eight months of non-stop enticing rewards for members, as well as a series of exciting activities held to commemorate ION Orchard’s eighth anniversary. The eight-month-long celebrations will kick off with the beauty and fashion season this March, and consist of various other seasons on the annual calendar which include dining, watches and jewellery seasons; and come to a highlight in September with a star-studded outdoor fashion concert along Orchard Road featuring an international celebrity – more details will be made available in the coming months. These



experiences will no doubt cater to a variety of lifestyle interests across diverse audiences, including outdoor enthusiasts, foodies, shopping fanatics, watch and jewellery aficionados, and music lovers.

As part of the celebrations, the mall is offering eight continuous months of complimentary lunchtime parking from Mondays through Thursdays (12-1pm, excluding public holidays) from 17 March till 29 October, and spending rewards where shoppers can win a chance to attend the 8th Anniversary Fashion Concert, up-close-and-personal, in September. During these eight months, a new “Members’ Day” every month will also be introduced where members can earn up to 8% rewards. The mall is also collaborating with ComfortDelGro and Grab Taxi to give shoppers up to \$28* off their taxi rides on Members’ Day. In addition, members who spend \$300 or more can enjoy complimentary refreshments at Plain Vanilla on Members’ Day (membership for ION+ is free, with no minimum spend required).

“When ION Orchard opened its doors eight years ago, we had a vision of bringing a blend of luxury retail concepts, larger-than-life shopping and lifestyle experiences, and outstanding customer service to Singapore,” said **Mr. Chris Chong, CEO of Orchard Turn Developments**. “Eight years on, I’m very proud to say that ION Orchard has cemented its position as the forerunner in the retail scene. We continue to welcome new brands such as PS by Paul Smith, BlackBarrett by Neil Barrett, Giuseppe Zanotti, Loro Piana, and new-to-market ultra-luxe jeweler Graff among others this year; and have collaborated with our brands on exclusive limited-edition collectables as well as a series of blockbuster events which will promise to delight shoppers and visitors. Every year we achieve new milestones and this year, we will continue to incorporate innovative digital campaigns, host enthralling events, bring in new concepts, and reward our members with 8 months of continuous spending rewards, all at the same time. Our 8th year anniversary logo is a representation of ION Orchard’s vibrancy and dexterity, embodying the mall’s vision to deliver dynamic retail and lifestyle offerings to shoppers and visitors.”

Lights Shine Brightest at ION Orchard

First up in the eight month calendar of celebrations is the Spring/Summer season with “*Infinite Fruition*”. From 1 to 30 April, communities, families and friends can come together at ION², the ION Orchard outdoor space to enjoy this springtime garden in the heart of Orchard Road, which has become an annual favourite on the calendar. Taking inspiration from springtime blooms, the exterior of ION Orchard will be transformed into an enchanted “Glow Garden” where flora and fauna are dressed in splendid lights and colours. In the evenings, the garden transforms into a visual spectacle accompanied by a symphony of lights and music.



Some key highlights will be a larger-than-life glow-tunnel, glistening water feature, and live illuminated trees. Come night time, the entire garden lights up to create a luminous wonderland, awash with hundreds of LED lights amplifying the visual experience. Shoppers can also look out for other light themed activities centered on the Spring/Summer season including Outfit of the Day (OOTD) fashion workshops in the garden and light-themed cotton candy giveaways. On the third level of the mall, a special light-room has been created for shoppers to create their own “light graffiti” masterpiece. Using a slow-speed camera shutter, visitors can pen wishes or let their creativity flow as they see their creative expression light-up and come to life and on social media. They can also take home their masterpiece as a complimentary souvenir.

Enter Into the World of Dior and Burberry

As part of the 8th Anniversary highlights, shoppers and visitors can discover Dior’s heritage reinvented, at the Dior pop-up store at Level 1 ION Atrium. Featuring the first SS’17 collection by the fashion house’s new creative director, Maria Grazia Chiuri, who has taken the fashion world by storm since her appointment. ION Orchard in Singapore is one of the five global destinations where Dior has selected to feature this new collection.

Fans of Burberry will also be able to appreciate the history and legacy of Burberry’s iconic trench coat at the “*Tales of a Trench Coat*” exhibition, which will take place from 10-23 April at L1 ION Atrium.

Spotlight on Beauty Brands

Beauty deals will also be in the spotlight this spring with special deals from Kiehl’s, Lab Series, L’Occitane, Parfums Christian Dior, M.A.C, Sulwasoo and many other brands. Shoppers can enjoy these Holidеals via the ION Orchard mobile app. In addition, the first 1,000 shoppers who spend \$80 can redeem an exclusive 8th Anniversary ION Orchard x Sephora beauty pouch. Made with unbleached cotton linen, this pouch can be personalized with special paint which will be made available at the redemption counter on Level 3.

From 1st to 2nd April, ION Orchard will be hosting the first-ever “8 Shades of Awesome” celebrity/blogger makeup challenge at B4, ION Station. Fans can watch as four of their favourite female bloggers/celebrities face off against each other to see who can achieve the best K-Pop inspired makeup looks. Using the latest makeup trends for the Spring/Summer season, the celebrities/bloggers will share top tips both their fans at ION Orchard, as well as the online community through digital engagement on Facebook Live. After the event, fans and supporters can go online to vote for their favourite celebrity/blogger, and the winner will



be announced on 14 April. Fans who vote for the winner will stand to walk away with ION Orchard shopping vouchers.

Please refer to the table for the event details. For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>.

8th Anniversary Specials

- I. \$15 Shopping Voucher when you shop at B1- B4**
 - a. For first 1,000 monthly ION⁺ Rewards Members and American Express® Card Members[^] with \$200* spend
 - b. Redeem at B3 Concierge

- II. \$100 Shopping Voucher[#] when you shop at B1 – B4 & L1 – L6 / L55**
 - a. For the first 80 Members weekly with min \$1,500* spend
 - b. Redeem at L4 Concierge

- III. \$30 Shopping Voucher[#] when you shop at B1 – B4 & L1 – L6 / L55**
 - a. For first 80 ION⁺ Rewards Members and American Express Card Members[^] daily with \$450* spend
 - b. Redeem at L4 Concierge

- IV. *First 300 ION⁺ Rewards Members* with \$100 spend receive \$8/\$18/\$28 off their taxi rides (Comfort/Grab Taxi) on Members Day.**

- V. First 50 ION⁺ Rewards Members* with \$300 spend receive complimentary refreshments at Plain Vanilla on Members' Day.**

- VI. First 188 American Express Card Members with \$450* spent every last weekend of the month (Fri- Sun) will receive \$60 Shopping Voucher.**

- VII. Free lunchtime parking from 12pm-1pm, Mondays-Thursdays (excluding public holidays)**

- VIII. Lucky Draw – Win tickets to ION Orchard's Fashion Concert (Thurs 28 Sep)**
 - a. ION⁺ Rewards Members receive one chance in the lucky draw with every \$80 spent

Spring/Summer ION Orchard Promotions

- I. Beauty Treats 2017**



- From 17 March to 7 May, enjoy exclusive beauty deals with you download the ION Orchard mobile app.

II. Exclusive ION Orchard X Sephora Beauty Pouch#

- When shopping at B1 – B4 & L1 – L6 / L55
- For first 1,000 ION+ Rewards Members and American Express Card Members^ with \$80* spend
- Redeem at L4 Concierge

^For spend offers, payment must be made by American Express Card issued by American Express International Inc. in Singapore excluding American Express Corporate Card and American Express Cards issued by DBS Bank Limited, United Overseas Bank Limited, and Citibank Singapore Limited.

**A maximum of four same-day receipts accepted. Other terms and conditions apply. Check with Concierge for more details.*

#Shoppers must present at least one basement floor receipt (B1 – B4) and one upper floor receipt (L1 – L6/L55).

SPRING/SUMMER 2017 EVENT DETAILS

Date	Activity	Venue	Time
Now – 31 July	Nespresso Pop-up Store	L1, Atrium	
23 Mar – 26 Mar	Häagen-Dazs Experience Store	L1, ION ²	
23 Mar – 29 Mar	Dior “Addict to Lacquer” Pop-up Store	L1, Atrium	
17 Mar – 16 Apr	Light Graffiti Photography	#03-25A	2pm – 8pm
1 Apr – 2 Apr	8 Shades of Awesome	B4, ION Station	
1 Apr – 7 May	Tag Heuer #connectedtoeternity Pop-up Store	L1, Atrium	
1 Apr – 30 Apr	Glow Garden	L1, ION ²	
1, 15, 22 & 29 Apr	Illuminated Candy Floss*	L1, ION ²	5pm – 8pm
7 Apr & 28 Apr		ION Orchard Link	
14 Apr & 21 Apr		B2, MRT Concourse	
10 Apr – 23 Apr	Burberry: Tales of a Trench Coat	L1, Atrium	

**Present any same-day receipt to receive a complimentary cotton candy with a twist from 5pm – 8pm*

About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitaLand Mall Asia and Sun



Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings, including via ION Link, a 35-metre walkway providing seamless access to pedestrians coming from Scotts and Orchard Road. With over 640,000 square feet of nett lettable retail space with over 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

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