



## **MEDIA ADVISORY**

### **Prowl for this season's hottest trends at ION Orchard**

This Spring/Summer season, ION Orchard transforms into an exciting fashion safari. Against the backdrop of beautifully designed themed landscapes of lush greenery including the African savannah and Amazon jungle, life-size origami animals clad in this season's bright bold prints stand poised at the mall's open-air event space, ION<sup>2</sup> (ION square) from 15 to 24 March. Visitors can also groove to the jungle tempo with live band performances on 16 and 23 March.

From 15 March to 28 April, fashionistas can look forward to an exciting fashion exhibition by two international arbiters of style, ION Orchard and *Harper's BAZAAR*. The specially curated exhibition showcases fashion illustrations of this season's biggest runway trends.

Gear up for 10 days of high-voltage runway shows at ION Orchard from 28 March to 6 April with **STYLE: Fashion X-treme 2013**, as models parade the hottest threads for the season – from high street to luxury labels. In addition, visitors can stand a chance to win \$1,000 worth of ION Orchard shopping vouchers when they take part in the 'StyleFX' Instagram challenge. Participants must capture and share their most stylish ION Orchard experience. Details of the contest can be found on the ION Orchard website (<http://ionorchard.com/en/>) and Facebook page (<https://www.facebook.com/IONOrchard>).

### **Fashion 360 at ION Orchard**

Complementing high fashion and art, ION Orchard will be holding a series of exhibitions and exciting activities at various locations of the mall, including ION<sup>2</sup>, the Level 1 Atrium and ION Art.

- *ION<sup>2</sup>*

Shoppers can discover their inner Picasso on 20 March at the **Art Jam** session specially organised by ION Orchard. Amidst the flora and fauna, **Art Jam** is the perfect platform for

guests to be inspired and unleash their creativity. Complimentary paint and art tools will be provided to all participants.

For the third year running, ION Orchard presents ***Pets' Day Out*** together with Agri-Food & Veterinary Authority of Singapore (AVA), Society for the Prevention of Cruelty to Animal (SPCA) and Cat Welfare Society. On 24 March, pet-lovers are encouraged to bring their furry friends to join in the slew of exciting activities, including a frisbee demonstration, at ION Orchard. Participation is free and a complimentary buffet will be provided for all pets.

ION Orchard's series of monthly Saturday Night Movies also continues with style icons Katy Perry and Kristen Stewart on the giant LED screens as ION Orchard airs popular flicks such as ***'Katy Perry: Part of Me'*** and ***'Snow White and the Huntsman'*** on 30 March and 27 April respectively.

- *Level 1 Atrium*

From 5 to 16 April, photography fanatics can indulge in the ***Leica Fashion Photography Exhibition*** at the Level 1 Atrium. The photo exhibition, 'Redred' will showcase a new body of works from renowned fashion photographer, Geoff Ang.

Visitors can catch the ***ELLE bag and shoe Exhibition*** from 18 to 23 April. The exhibition showcases a collection of the best designer bags and shoes of each era, dating back to the 1930s. Luxury designer brands such as Orotton, Marc Jacobs, Giuseppe Zanotti and Burberry are featured in the collection.

- *ION Art*

A photographic collection that captures the heart and soul of the people and places in Asia, ***'ImaginAsian, People and Places'*** showcases the works of British photographer and artist, Andy W Langton, who is known for his inspiring and colourful photography. From 27 March to 2 April, Andy will present his collection, ***'ImaginAsian, People and Places'*** at ION Art. His first exhibition, 'Memory and Actuality', was held in June 2012 at the Old Parliament Building.

**'Latin American Art Showcase'** presented by ART 180 Degrees, is a showcase of contemporary artists from Latin America originating not only from Spanish-speaking countries but also from Brazil and the Caribbean. From 5 to 11 April, visitors can catch the artists' dynamic styles and unique personalities in their works as they depict the vibrant culture, creativity and art of Latin America. The artists include Costa Rican artist-in-residence, Enrique Delacalle who will present 'No Adorno', his segment in the exhibition, as well as Mario Velez, Anibal Vallejo, Veronica Arango, Carlos Tapia and Hernan Pazos.

Influenced by a new generation of artists who are bolder and more experimental in their works, Vietnamese contemporary art has evolved rapidly over the last decade. Presented by Golden Lotus Arts from Singapore and Galerie Nguyen from Vietnam, **'Life, Colours and Purity'** showcases the artworks of young and talented Vietnamese artists including Tran Dinh Khuong, Doan Thuy Hanh and Dang Manh Ha, who bring a new perspective of Vietnam to the audience. **'Life, Colours and Purity'** will run from 18 to 23 April at ION Art.

Galerie Nguyen will also present **'Expression and Reflection – Leading Artists of Vietnam'** from 25 to 29 April to showcase the depth and breadth of Vietnamese art. In this installment, visitors can delve into the different painting styles of some leading Vietnamese artists, such as Tran Luu Hau, Nguyen Trung, Hong Viet Dung, and Dinh Quan, as they harmonise the East and West of Vietnam in their artworks.

#### **Lush treats for shopaholics at ION Orchard**

This fashion season gets more rewarding! From 15 March to 28 April, shoppers can stand a chance to walk away with one of six Spring/Summer 2013 looks every week with every \$300 spent, while ION+ Rewards Cardmembers will enjoy double chances of winning.

In addition, the first 80 shoppers weekly who spend a minimum of \$1,000 will receive a \$50 shopping voucher. ION+ Rewards Cardmembers are eligible with \$850 spend.

### Schedule of Events

Date, Time	Event	Venue
15 to 24 March	Fashion Safari	L1 ION <sup>2</sup>
16 & 23 March, 5 to 7pm	Live Band Performances	L1 ION <sup>2</sup>
20 March, 7pm	Art Jam	L1 ION <sup>2</sup>
24 March, 9am	Pet's Day Out	L1 ION <sup>2</sup>
30 March, 10pm	Late Night Movie Screening: <i>Katy Perry: Part of Me</i>	L1 ION <sup>2</sup>
27 April, 10pm	Late Night Movie Screening: <i>Snow White and The Huntsman</i>	L1 ION <sup>2</sup>
15 March to 28 April	The best of Spring/Summer 2013 by <i>Harper's BAZAAR</i> and ION Orchard	L2
28 March to 6 April	<i>STYLE: Fashion X-treme 2013</i>	Multiple venues, please check ION Orchard's website for details.
5 to 16 April	<i>Leica</i> Fashion Photography Exhibition	L1 Atrium
18 to 23 April	<i>ELLE</i> bag and shoe Exhibition	L1 Atrium
27 March to 2 April	' <i>ImaginAsian, People and Places</i> ' - Andrew W Langton Photo Exhibition	L4 ION Art
5 to 11 April	' <i>Latin American Art Showcase</i> ' by ART 180 Degrees	L4 ION Art
18 to 23 April	' <i>Life, Colours and Purity</i> '	L4 ION Art
25 to 29 April	' <i>Expression and Reflection – Leading Artists of Vietnam</i> '	L4 ION Art

*Admission is free for all events.*

#### **Note to the Editor:**

We would appreciate it if you could include the abovementioned events in your listings sections.

If you are interested in specific events, do feel free to contact us for more details.

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