



## PRESS RELEASE

### NEW WAVE OF CULINARY AND RETAIL OPTIONS AT ION ORCHARD

**SINGAPORE, 23 SEPTEMBER 2013** – ION Orchard welcomes an exciting new wave of culinary concepts and retail offerings that include fashion, accessories and beauty brands as part of its mall refresh, just as the mall approaches its fourth anniversary.

As part of its continuing efforts to enhance and redefine the visitor experience, ION Orchard is introducing a stable of new-to-market dining options and refreshed menus across its smorgasbord of food options, and an expanded selection of its unparalleled retail options.

“In line with our mandate to offer unique shopper experiences and concepts, our on-going mall refresh will marry the best of fashion and lifestyle in an unprecedented showcase of F&B and retail offerings that will resonate with the evolving demands of today’s consumer,” said Ms Jasmine Chua, Director, Retail Management, ION Orchard.

Savour the world on a platter with a delectable palette of cuisines from across the region as **Sophisca**, **Nara Thai**, **Wrap & Roll**, **Just Like It! GOLD**, and **IndoBox** make their Singapore debut at ION Orchard. Diners can also expect a new serving of their dining favourites with exciting menu revamps from **Watami**, **Itacho Sushi**, **Bread Society** and **The Soup Spoon**.

Highlights include new-to-market eatery **Nara Thai**’s signature Boat Noodles targeted at the modern urbanite and also **Just Like It! GOLD**, a revolutionary ice-cream parlour serving an assortment of ice-cream flavours created using the technology of liquid nitrogen. Fans of trendy café dining can look forward to people-watching while having stylish bites at the new **Becasse Bakery** on Level 4, while those with a sweet tooth will



delight in Taiwanese candy store **Sophisca**, which is making its Orchard Road debut next month.

Not to be outdone, fashion boasts new tenants **Marc by Marc Jacobs**; and Swedish retail giant H&M's first upmarket offering in high-street label **COS**, the first in South East Asia. Fall in love with contemporary interpretations of the latest Autumn/Winter 2013 runway trends in a collection featuring an eclectic range of women's, men's and children's wear at COS.

The COS store, due to open later this year, will occupy almost 8,000 sq ft on Level 3 of ION Orchard, and will be fronted by an exterior that incorporates a clever play of glass and steel juxtaposed against the minimalist chic and delicate use of natural materials within its interior.

Other new store openings in the coming months include the eagerly anticipated first **Repetto** standalone boutique; the **Longchamp** flagship store; **Braun Buffel** salon which will carry exclusive eyewear and timepieces available only in the ION Orchard boutique and the first **Kate Spade Saturday** boutique which will carry apparel and accessories. Also on the roster, **Common Thread**, a new multi-label concept store opening its first store in South East Asia which will offer the latest in cult fashion and accessories from brands such as **Bensimon** and **Havaianas**. These boutiques join the recently opened **Cath Kidston** (first standalone store in Singapore), **Crocs** and **Fossil Collections** with its wide range of quality home and gifting ideas.

ION Orchard's beauty cluster will also be given a new buzz of excitement with the opening of the first **Estee Lauder** standalone salon in Singapore - which joins the league of **Chanel**, **Yves Saint Laurent Beauté** and the recently revamped **Bobbi Brown** and **Shu Uemura** boutiques.

Bringing a multitude of best-loved flagship brands, new-to-market retail options and innovative concepts – ION Orchard continues its mandate to meet the progressive demands of today's shopper by staying at the forefront of lifestyle and retail with its most recent portfolio refresh.



For more information, please visit the ION Orchard website at <http://www.ionorchard.com>

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## **About the Orchard Turn development**

The Orchard Turn development is a prime retail-cum-super-luxury-residential landmark project located at the gateway of Orchard Road in Singapore. Jointly owned and managed by CapitaMalls 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. The Orchard Turn development boasts over 640,000 square feet of nett lettable space ([www.ionorchard.com](http://www.ionorchard.com)) and super luxury homes ([www.theorchard.com.sg](http://www.theorchard.com.sg)).

Home to over 330 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. With a 56-storey residential tower measuring 218 metres, the Orchard Turn development is the tallest building along Singapore's premier shopping street, offering spectacular panoramic views. Along with its excellent frontage and high visibility along Orchard Road, the shopping mall has become the shopping district's "centre of gravity".

The architect of the Orchard Turn development is RSP Architect Planners and Engineers, while Benoy Ltd is the form architect and retail planning consultant. Other major consultants involved include Squire Mech Pte Ltd and Davis Langdon & Seah Singapore Pte Ltd.

In under the four years since it opened for business, ION Orchard has won both international and local accolades including numerous global design and building awards; as well as popularity polls such as the Best Shopping Centre in Asia at the MIPIM ASIA 2009 AWARDS that recognize outstanding real estate projects in the Asia Pacific region for their innovative, technical, environmental and architectural qualities; AsiaOne People's Choice Award for Best Shopping Centre 2009, the TIME OUT Best Shopping Mall 2010 and the Quality Building Award 2010 (for Projects outside Hong Kong). Other international major awards include the Gold award in the business-to-business marketing category at the ICSC Asia Shopping Centre Awards in 2008, the Gold Winner for Retail in the FIABCI Prix d'Excellence Award 2013, as well as the two prestigious



MAPIC 2006 awards - 'Best Retail Development over 20,000m<sup>2</sup>' and 'Best Architectural Entry' at the British real estate periodical Estates Gazette's EG Retail & Future Project Awards. In addition, the development was also presented the 2007 BCA Gold Awards. ION Orchard was also awarded Singapore Tourism Board's Best Shopping Experience at the Singapore Experience Awards in 2010 and 2011; Expat Living Reader's Award for Best Shopping Mall 2010 and 2011; and Best Shopping Centre 2011 by Singapore Tatler. For its service initiatives, ION Orchard was selected by the Singapore government to be one of only four Service Icons in Singapore to act as beacons of service excellence, and is the only shopping mall among this prestigious conferment.