



MEDIA RELEASE

ION ORCHARD WELCOMES THREE NEW LUXURY SUPER BRANDS

Singapore's premier shopping mall expands its collection of luxury super brands and refreshes existing concept stores

SINGAPORE, 4 JUNE 2015 – ION Orchard, home to a global collection of flagship and concept stores, will add new iconic names to its fashion and luxury portfolio as part of the second phase of its revamp.

ION Orchard will be welcoming **Tiffany & Co.**, **Van Cleef & Arpels** and new-to-market brand **Moncler**. For their new stores in ION Orchard, **Tiffany & Co.** will introduce a dash of its signature Tiffany blue to its first Singapore store with duplex street frontage on Orchard Road, while **Van Cleef & Arpels** will feature a bridal bar in its largest boutique in the city. French-Italian apparel and lifestyle brand **Moncler** will launch its highly anticipated first standalone boutique in Southeast Asia in ION Orchard. Deep-seated in innovation, style and technology, **Moncler** has been a brand of choice for some of the world's most demanding athletes and celebrities with its versatile and timeless products that combine tradition with a contemporary approach. The **Moncler** boutique at ION Orchard will offer the latest fall/winter, capsule, ski and designer collections – a dream come true for jet-setting fashionistas. Renovations will begin in June and are targeted for completion by the end of the year.

Hot on the heels of May's announcement about the expansion of the **Louis Vuitton** and **Saint Laurent** stores in ION Orchard, top luxury brands **Patek Philippe**, **Dior** and **Dolce & Gabbana** will also be expanding their stores in the mall, to better offer shoppers exclusive bespoke shopping experiences and access to an even wider range of collections. Specifically, **Patek Philippe** will be housed in an expanded space of close to 3,000 square feet, making this the luxury watch brand's largest flagship boutique in Southeast Asia and its second largest in Asia. Fans of **Dior** can look forward to a refreshed double-storey façade housing an extended VIP area featuring **Dior's** ladies' *haute couture* and fine jewellery collections. A dedicated in-store personal stylist will also be available to provide shoppers with fashion advice in its new space.



The changes will refresh the mall and pave the way for exciting new retail concepts and enhanced offerings. For example, **Saint Laurent** will be setting up pop-up stores in ION Orchard while its new store undergoes renovations. When completed, the new store will debut a fresh new look and concept, reflective of the brand's realigned visual identity and relaying a modernist transposition of French Art Deco techniques with an emphasis on rich, noble materials and a monochromatic palette.

Mr Chris Chong, Chief Executive of Orchard Turn Developments, said: "Despite the challenges facing the retail market, well-loved brands are establishing a new presence at ION Orchard and many of our long-standing tenants are expanding and refreshing their boutiques. This reflects ION Orchard's standing as Singapore's premier mall and our close partnership with some of the world's favourite brands. With these changes, shoppers at ION Orchard can look forward to an enhanced palette of the best-loved and coveted brands in luxury fashion, collectable timepieces and fine jewellery, including the bridal segment."

Shoppers can also look forward to an exciting range of promotions and rewards from ION Orchard's partners such as American Express and China UnionPay in the coming months. To further delight its shoppers, ION Orchard will also be upgrading and relocating its concierge counter and visitor centre to a prominent new location on the first level of the mall.

These improvements are in line with ION Orchard's unstinting dedication to enhance the shopper experience and its status as a landmark in Singapore's luxury retail landscape. Six years after opening, ION Orchard continues to present shoppers with innovative retail experiences and concepts that are paramount to its vision of staying attuned to the evolving demands of shoppers.

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

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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. Over 640,000 square feet of nett lettable retail space with some 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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