

MEDIA RELEASE

**ION ORCHARD CELEBRATES A NEW RETAIL MILESTONE WITH
ORCHARD ROAD'S FIRST EPIPLEON PERFORMANCE**

*Singapore's premier shopping mall debuts a refreshed appearance and welcomes new
and refurbished stores*

SINGAPORE, 9 MARCH 2016 – Built on a vision to be a globally recognised icon for Singapore's retail when it first opened seven years ago, ION Orchard has emerged from its latest revamp which began last May.

An exhilarating Epipleon performance presenting revered Italian gymnast Ada Ossola's acrobatic interpretation of ballet in the skies unveils ION Orchard's fresh new facade against a backdrop of swanky storefronts from **Louis Vuitton, Cartier, Dior, Prada, Dolce & Gabbana** and **Tiffany & Co.** Both Tiffany & Co and Van Cleef & Arpels join French-Italian luxury lifestyle brand **Moncler** as the three new entrants to ION Orchard's luxury fashion portfolio. Some of ION Orchard's long-standing brands that have been in the mall since its opening, such as Dior, Louis Vuitton, Saint Laurent, Patek Philippe and Dolce & Gabbana, have also expanded their store premises.

The rejuvenation represents a new chapter for ION Orchard and reflects the premier mall's focus on experiential retail. The mall has organised many successful stand-out events including Orchard Road's first butterfly dome and fashion playhouse. Last year, it also presented Swarovski's first outdoor Christmas tree, a sparkling 20-metre-tall walk-in tree adorned with more than 28,000 stunning clear crystals. Many of ION Orchard's loyalty members have expressed great support for the mall's focus on personalised experiences and that being one of the many reasons for ION Orchard being the mall of choice. (**Note to editor: Please refer to annex for quote list from ION Orchard loyalty members*)

Duplex flagship stores Cartier and Prada continue business as usual along newly renovated and well-loved brands such as Dsquared, Chaumet and Miu Miu. ION Orchard also recently welcomed the first Singapore boutique for the cult Bao Bao bags by **Issey Miyake** and **Laneige's** unique flagship boutique – the first in the world to feature the brand's new store identity "Water meets Light".

With the rejuvenation, shoppers can enjoy bespoke services such as a by-appointment-only dedicated in-store personal stylist to provide shoppers with fashion advice at Dior, complete with a VIP salon with its own private elevator and fireplace. The re-opened duplex boutique is the first ladies duplex in South-East Asia, measuring over 700 square meters and patterned in signature Dior 'Cannage'. Tiffany & Co's new street-front duplex spans over 5,000 square feet. It boasts an alluring grand salon stairway flanked by signature Tiffany Blue drapes and mirror panels as its pièce de résistance, the focal point of an exhibition and private viewing space. There is also a bridal salon, fitted with custom furnishings and interpretation of the iconic magnolia motif, housing some of the label's most coveted diamond engagement rings. The timely debut of these new concepts cater to shoppers' increasing demand for authenticity and personalised experiences.

"Today's shopper looks for authenticity and personalised experiences. Adding entertainment to the retail mix builds a brand experience that engages shoppers and also creates a lasting impression. This makes us stand out from the competition" said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

"In our continuing journey to make ION Orchard the shopping destination of choice, we celebrate each milestone. This spring, we celebrate rejuvenation where you will experience new brands and fresh concepts. And this celebration is for you," added Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

As part of the mall's celebration this month, a series of art shows and entertainment events have also been planned at ION Orchard. From 11 till 27 March, ION Orchard will host a series of aerial circus acts and an installation of a Balloon Dome installation 56 levels above Orchard Road. Shoppers can catch revered Italian gymnast Ada Ossola soar up into the skies in a helium filled balloon while performing an acrobatic ballet recital. The mall will also showcase thousands of white and champagne gold balloons hanging down amongst a sea of well-wishes and host roaming acts, Photizos, who will be performing an eclectic circus gymnastics routine before and after the Epipleon performances. Shoppers can get up close and personal with Duo Roaming Act as they make their way through the crowd. Shoppers can also expect to be captivated by talented aerialists performing ambient acrobatic stunts while suspended in the air by flowing silk drapes.

Visitors to ION Orchard can now also indulge in popular gastronomic delights from new stores such as **Crave Nasi Lemak**, **Mr Churro**, **HK Wonton Noodle**, **Tepei Syokudo**, **Tazeh by Shabestan**, and **London Sandwich** to name a few.

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

EVENT DETAILS

Date	Activity	Details	Venue	Time
11 – 13 March	<i>Epipleon Performance by Ada Ossola</i>	Acrobatic recital in the skies	L1 ION ² & L1 Atrium	7.00pm & 8.00pm
11 – 13 March	<i>Fringe Event: Photizos</i>	Quartet performing circus gymnastics routine	Roaming between L1 ION ² and L1 Atrium	6.45pm & 7.15pm 7.45pm & 8.15pm
12 – 20 March	<i>Balloon Dome</i>	ION Orchard's unique Balloon Dome	ION Sky	12.00pm – 6.00pm
14 – 20 March	<i>Fringe Event: Duo Aerial Silk Rope Act</i>	Aerialist performs acrobatic stunts	B4 ION Station	1.00pm & 7.00pm
	<i>Fringe Event: Duo Roaming Act</i>	A roaming circus act	Roaming between B2, B3 and B4	12.00pm & 6.00pm
17 – 27 March	<i>Sparkles Balloon Installation</i>	White and champagne gold balloon installation	L1 Atrium	10.00am – 10.00pm

****Note to editor: The Epipleon performance can be referred to as an acrobatic recital where a gymnast performs an aerobatic routine of spirals and spins to music as he/she is suspended beneath a rising helium balloon to create the illusion of flying.***

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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).

MEDIA CONTACTS

Alicia Lau

Senior Consultant
Weber Shandwick Singapore
T: +65 6825 8031
E: alicia.lau@webershandwick.com

Nur Fahimah

Associate
Weber Shandwick Singapore
T: +65 6825 8083
E: nurfahimah@webershandwick.com

Lim Shien Yau

AVP, Marketing Communications
Orchard Turn Developments Pte Ltd
T: +65 6485 5245
Email: lim.shienyau@orchardturn.com.sg

ANNEX #1: QUOTES FROM ION ORCHARD LOYALTY MEMBERS

“ION Orchard is my favourite mall in Singapore. I especially enjoy Salt Grill and Sky Bar on L56 where the panoramic skyline complements a delectable meal.”

— *Ms Chiang Yu Lan, The 100 Member*

“Nothing else comes close to ION Orchard. It is the epitome of everything fabulous in life. ION Orchard is elevated to a new level of sophistication with some of my favourite brands like Dior and Louis Vuitton.”

— *Ms Tanny Kea, The 100 Member*

“Saint Laurent offers one of the best shopping experiences in Singapore, with beautiful products and exceptional sales staff who go the extra mile in attending to me.”

— *Ms Anna Pratolongo, ION^{PRIVI} Member*

“The Dior flagship store at ION Orchard has perfected the balance between old glamour and modernity, and the excellent personalised service starts the moment you enter the boutique.”

— *Dr Caroline Heah, ION^{PRIVI} Member*

“I love ION Orchard’s central location, its spacious layout, fashion boutiques, and restaurants. It is where my daughter and I experience the best in style, meet friends, and shop.”

— *Ms Casling Tan, ION^{PRIVI} Member*