

**MEDIA RELEASE**

**ION ORCHARD SPRING/SUMMER 2016 FASHION SEASON TAKES  
FLIGHT WITH A SPRING FASHION GARDEN AND WHITE PEACOCK  
TOPIARIES**

*A repertoire of exclusive events and activities will give shoppers a unique  
ION Orchard shopping experience.*



*Note: Photo for illustration purpose only*

**SINGAPORE, 4 APRIL 2016** – A huge tropical garden of fresh blooms, lush plants, and the calm sounds of flowing streams and birdcalls herald a colourful start to the Spring/Summer 2016 fashion season at ION Orchard. From Friday, 1 April to Sunday, 8 May 2016, shoppers can look forward to a repertoire of exclusive events, activities and promotions lined up for a uniquely ION Orchard shopping experience.

**Celebrate the arrival of Spring with the music and colour of birds**

From 7 April to 8 May, ION Orchard's outdoor event place ION<sup>2</sup> will transform into a spring fashion garden with a hexagonal installation complete with lush greenery, colorful flowers, motion-activated plants and two majestic larger-than-life white peacock topiaries. ION Orchard's Sound Garden will be the first-of-its-kind along Orchard Road, taking visitors to a different world with the smells of fresh flora and fauna, the calming sounds of waterfalls and flowing stream water as well as the chirping of birds.



Visitors can enter the Sound Garden between 11.00 am and 8.00 pm. Shoppers can redeem a pair of admission passes with every \$80 spent in a single-day at ION Orchard.

On weekends between 4.30pm and 6.30pm, visitors to ION Orchard will be treated to interactive bird shows featuring conures, cockatoos and macaws among others. These exhilarating performances will showcase the talents and intelligence of these feathered superstars and leave visitors captivated by the beauty and abilities of these birds in action.

“Inspired by the beauty and vibrancy of Spring, our first-ever Sound Garden along with entertaining bird shows will inject fun and excitement in the retail experience for shoppers as ION Orchard welcomes the Spring/Summer fashion season in our freshly rejuvenated mall,” said Mr. Chris Chong, Orchard Turn Developments’ Chief Executive.

The start of the Spring/Summer 2016 fashion season will also be celebrated at ION Sky, located at level 55, overlooking Singapore’s iconic evening city skyline. From 7 April to 8 May, an interactive digital **Light Projection Show** will showcase the beauty and vitality of spring – with lush gardens of blooming flowers and a graceful white peacock roaming freely against the city’s dusk backdrop. The 10-minute multimedia show will be on daily between 7.00pm and 9.30pm. Shoppers can redeem a pair of admission passes with every same-day receipt at ION Orchard.

Shoppers who are up for the challenge can register for a 60-minute outdoor circuit-training workout led by a team of experienced The North Face athletes and True Fitness trainers.

The new Summer/Spring 2016 collections by luxury lifestyle brands await shoppers looking for the latest fashion styles and trends at ION Orchard. The newly expanded Dolce & Gabbana store will showcase its new series of handbags and footwear with embroidered motifs and patterns, while Burberry will feature The Lace Exclusives, a limited edition range celebrating the signature Burberry banner bag.

Luxury label, Bottega Veneta will unveil Felis, its stylish limited edition cat-shaped sunglasses with 500 numbered pieces worldwide, exclusively in Singapore at ION Orchard. Other well-loved brands launching their Spring/Summer collections include Alice + Olivier, Salvatore Ferragamo, Saint Laurent and Valentino.

In addition, starting 4<sup>th</sup> April, shoppers at ION Orchard can enjoy free lunch time parking from Monday to Thursday 12 noon till 2pm.



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

**EXCLUSIVE SPENDING PROMOTIONS FROM 1 APRIL TO 8 MAY**

For general shoppers	Tourist Exclusives
The first 1,000 shoppers with \$250 spend (\$200 for ION+ Rewards / Amex) will be entitled to \$15 shopping vouchers	For C-Trip members - complimentary access to the Aviary Spring Garden at ION <sup>2</sup>
The first 80 shoppers daily with \$500 spend (\$450 for ION+ Rewards / Amex) will be entitled to \$30 shopping vouchers	For all tourists - complimentary access to Sound Garden at ION <sup>2</sup> and Light Projection Show at ION Sky with social media postings ( <i>passport has to be presented</i> )
The first 80 ION+ members weekly with \$1,500 spend will be rewarded with \$100 shopping vouchers	

**EVENT DETAILS**

Date	Activity	Venue	Time	Details	Entry
7 April – 8 May	ION Orchard Spring Sound Garden	ION <sup>2</sup>	11am – 8pm	Daily	Complimentary admission for two with \$80 spent
	Flights of Fancy Bird Show		4.30pm – 6.30pm	Only on Saturdays and Sundays	Open to public
	Spring Illuminated Light Projection Show	ION Sky	7pm – 9.30pm	Time: 15 min interval Duration: 5 – 8 min	Complimentary admission for two with any same day receipt
7 April	The North Face Outdoor Training: Prepare, pursue & achieve any goal!		5.30 pm	A 60-minute outdoor circuit training workout session designed to enhance your strength, balance, agility and power	Follow The North Face Singapore on Facebook for registration details



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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

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**PRODUCT SHEET**





Image	Product Name	Price
<b>ALICE + OLIVIA</b>		
	<p><b>Cheri Off Shoulder Maxi with Belt</b></p>	<p>\$900</p>
	<p><b>Kourtney Kox Pleat Boatneck Dress</b></p>	<p>\$670</p>
	<p><b>Sidney LSE Off The Shoulder</b></p>	<p>\$600</p>





	<p><b>Savanna WWB Full Maxi Skirt</b></p>	<p>\$1000</p>
	<p><b>Stacey Charm Pouch</b></p>	<p>\$260</p>
<p><b>BOTTEGA VENETA</b></p>		
	<p><b>Felis Sunglasses</b></p>	<p>\$1,860</p>
<p><b>BURBERRY</b></p>		




	<p><b>The Medium Banner In Lace Leather</b></p>	<p>\$4,595</p>
<p><b>DOLCE &amp; GABBANA</b></p>		
	<p><b>Carretto Sicily With Pompom Embroidery</b></p>	<p>\$4,100</p>
	<p><b>Stripe Sicily With Flower Embroidery</b></p>	<p>\$4,100</p>
	<p><b>Nigeria Trainer In Sequined Ring</b></p>	<p>\$1,300</p>

	<p><b>Carretto Slides</b></p>	<p>\$1,500</p>
	<p><b>Cravatteria Dragon Print Jacket And Trousers</b></p>	<p>Jacket: \$2,500  Trousers: \$1,750</p>
<p><b>SAINT LAURENT</b></p>		
	<p><b>Classic Baby EMMANUELLE Chain Bucket Bag</b></p>	<p>\$2,410</p>



	<p><b>Baby Chain Bag Monogram Saint Laurent</b></p>	<p>\$2,590</p>
	<p><b>Classic Small TOILE MONOGRAM CALIFORNIA Briefcase</b></p>	<p>\$2,410</p>
	<p><b>Classic TOILE MONOGRAM CALIFORNIA backpack</b></p>	<p>\$1,950</p>
<p><b>SALVATORE FERRAGAMO</b></p>		
	<p><b>Aileen Lock Story Rainbow Shoulder Bag</b></p>	<p>\$3,350</p>
<p><b>VALENTINO</b></p>		

	<p><b>Valentino Garavani shoulder bag</b></p>	<p>\$4,740</p>
<p><b>LOUIS VUITTON</b></p>		
	<p><b>Louis Vuitton Mini Locket Epi Chain Flower in Sugar Pink</b></p>	<p>\$3,100</p>
	<p><b>Louis Vuitton Twist MM Epi Chain Flower in Sugar Pink</b></p>	<p>\$5,500</p>
	<p><b>Louis Vuitton Twist MM Epi Chain Flower in Black</b></p>	<p>\$5,500</p>

	<p><b>Louis Vuitton Alma BB Epi Chain in Black</b></p>	<p>\$3,200</p>
	<p><b>Louis Vuitton Petite Malle Epi Chain Flower in White</b></p>	<p>\$7,450</p>
<p><b>DIANE VON FURSTENBERG</b></p>		
	<p><b>DVF Secret Agent Embossed Ostrich Tote</b></p>	<p>\$630</p>