



MEDIA ADVISORY

ION Orchard goes 'app' for the Great Singapore Sale

- All-new Long Weekend Deals debut on ION Orchard's mobile application with almost 3,000 discounts up for redemption and attractive discounts.
- Celebrity globetrotters Jeffery Xu and Jayley Woo lend their magic touch to four specially styled mannequins for second edition of *STYLE: Emporium*

SINGAPORE, 15 MAY 2015 – This year's Great Singapore Sale (GSS) gets a digital twist as ION Orchard launches **GSS Deals** and **Long Weekend Deals** on its mobile application.

Shoppers will be able to access these deals just by downloading the free ION Orchard app. During the GSS period from 29 May to 14 June 2015, exclusive deals will be released at 11am daily in the specially created GSS Deals tab. These deals can be redeemed directly at the participating outlets.

Over 50 deals with 3,000 products and discounts are up for grabs in the first wave of the **GSS Deals**. Notable giveaways and discounts from beauty, fashion and lifestyle tenants include premium skincare brand **fresh**, British-inspired fashion concept store **Lapalette**, and Italian stationery accessories brand **Campo Marzio** amongst other brands.

With the number of gazetted long weekends this year, there are more reasons to step out of home for a long weekend of retail therapy. ION Orchard has lined up a series of **Long Weekend HoliDeals**, also via the ION Orchard mobile app. Subsequent Long Weekend Deals will also be themed, so watch that space!

Travel in style with this year's edition of the **STYLE: Emporium** featuring MediaCorp's resident cosmopolites Jeffery Xu and Jayley Woo. The duo will style four mannequins inspired by the fashion capitals of the world – New York, London, Milan and Paris.

They will also be sharing some travelling and shopping *life hacks* in a meet and greet session on 6 June.



For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>. The ION Orchard mobile application can be downloaded on both [iOS](#) and [Andriod](#) devices.

Note to the editor:

ION Orchard presents *STYLE*: Travel-Themed Shopping Emporium

Guess the fashion capitals and win (29 May – 14 June)

Inspired by the fashion capitals of the world — New York, London, Milan and Paris, Style: fashion team along with MediaCorp artistes Jeffrey Xu & Jaylee Woo will create four unique looks featuring coveted brands from ION Orchard, that are sure to inspire you for your next holiday!

All you have to do is:

- Snap an image of the four looks at B4 ION Station
- Upload the image on Instagram and include hashtags #IONgraphy and #IONxFashionCapital
- Correctly assign the four fashion capitals to the respective looks
- One lucky winner receive a mystery gift worth \$500

Meet and Greet with Jeffery Xu and Jaylee Woo (Saturday 6 June, 2 – 3 pm)

Meet the fashionable celebrity duo as they share their shopping mantra, packing tips for holidays and recommend must-have fashionable & lifestyle items that you can easily find within ION Orchard. Come by at 1.30pm for an exclusive photo opportunity with Jeffrey Xu and Jaylee Woo! Limited slots are available.

ION Orchard x *Harper's Bazaar* Prized Possessions Lookbook

Look out for a specially curated *Lookbook* accompanying the June issue of *Harper's Bazaar*, which will bring you 25 pages of fashion, beauty, lifestyle and luxury inspirations!

A lifestyle showcase of prized possessions inspired by this *Lookbook* will also be housed at Level 2.

ION Orchard GSS promotions



\$30 Shopping Voucher* for spend at both upper and basement floors

For the first **80** shoppers daily with min \$500 spend (reduced from 100 daily)

ION+ Rewards Members and Amex Cardmembers need only spend \$450

ION+ Rewards Exclusive: \$100 Shopping Voucher* for spend at both upper and basement floors

For the first 80 members weekly with min \$1,500 spend

(Fri 29 May; Mon 8 May; Mon 15 May; Mon 22 May)

\$15 Shopping Voucher+ for spend at Basement Floors

For first 1,000 shoppers with \$250 spend

*Present at least one upper floor and one Basement floor receipt to receive the above, maximum 4 same-day receipts accepted ; Redemption at L4 Concierge

+A maximum 4 same-day receipts from Basement floors accepted; Redemption at B3 Concierge

ION+ Rewards Members and Amex Cardmembers need only spend \$200

ION GSS Deals participating brands

Jeric Salon	Stereo	shu uemura
Dermacare Aesthetic & Laser Clinic	DIOR	Campo Marzio
Mt Sapola	Ecco	fresh
SK Jewellery	Lapalette	The Peninsula Boutique
EpiCentre	Accessorize	Starhub
L'OCCITANE	Maud Frizon	Sophisca
Dr. Ci:Labo	Dr Hauschka	Chanel
TISSOT	Leica	
77 th Street	GEOX	
Kiehl's	each a cup	
Casio G-Factory	The Planet Traveller	
	Astalift	



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 CapitalLand 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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