



**MEDIA ADVISORY**

**ROMANCE IN FULL BLOOM AT ION ORCHARD THIS VALENTINE'S DAY**

*ION Sky transforms into cupid's haven*

**SINGAPORE, 3 FEBRUARY 2015** – Love is in the air this February as ION Orchard turns up the heat in eager anticipation of Valentine's Day. It is that time of the year where we could all use a little help to make our loved ones feel extra-special.

Starting 1 February, ION Orchard will kick-off its **VALENTINE'S DAY INSTAGRAM COMPETITION**. Document a trigger-happy moment with your loved one at ION Orchard with the hashtag #MyLoveDeclaratION on Instagram and stand a chance to win \$100 worth of shopping vouchers, a bouquet of blooms and a FRESH Rose Kit. There will be 10 consolation prizes where the winner and a guest will receive goodie bags and an exclusive pass to attend a chocolate painting workshop at ION Sky, hosted by JANICE WONG Sweets Boutique, the brainchild of celebrated pastry Chef Janice Wong.

A new experience awaits you 56 levels above Orchard Road and 218 metres into the clouds at ION Sky. Surround yourself with breathtaking 360 views of Singapore as **ION Sky transforms into cupid's haven**. Starting 8 February, have your picture taken at the photo-wall decorated in the soft, romantic hues of fresh giant blooms.

On Valentine's Day, ION Orchard takes it up a notch – lounge on the makeshift grass pods amidst the romance blossoms in the sweet serenade of Singapore based singer-songwriter Tay Kexin. Go the extra mile and make a love song dedication to your significant other!

Throughout the month of February, ION Orchard will also be holding a series of events and workshops to keep lovebirds occupied.

DATE	ACTIVITY	VENUE	TIME
1 – 13 Feb	#MyLoveDeclaratION Valentine's Day Instagram Competition	ION Orchard	N/A
8 Feb	Image Styling Workshop	ION Sky	3.00pm – 5.30pm
8 – 14 Feb	Romance Blossoms		10.00 am – 8.00pm
11 & 12 Feb	Speed Dating Dinner		7.00pm – 10.30pm
13 Feb	Floral Bouquet Workshop		7.00pm – 8.00pm
14 Feb	Valentine's Day at ION Sky		4.00pm – 6.00pm



### **#MyLoveDeclaratION Instagram Contest**

Declare your love and post a photo with your loved one at ION Orchard with #MyLoveDeclaratION on Instagram and stand to win \$100 shopping vouchers, a bouquet of blooms (worth S\$250) & FRESH Rose Kit (worth \$158). ION Orchard will select the top 10 posts and invite these Instagram users and their +1s to drop by ION Sky on 14 Feb, 4 – 6pm, for an exclusive chocolate painting workshop (hosted by JANICE WONG Sweets Boutique). The top 10 will also receive a goodie bag (worth over \$50).

### **Romance Blossoms**

ION Sky will be decked out with giant blooms to set the mood for your picture perfect moments this Valentine's Day.

### **Image Styling Workshop**

Ms Kyla Tan, ex-Miss Singapore International 2011 will impart tips on dressing to impress, hairstyling and make up. Light snacks served and goodie bags available for first 24 registrants via [letsgaigai.com](http://letsgaigai.com). Registration is free. Fashion wear from ZARA, Bershka, Uniqlo, Stradivarius & ALDO will be featured.

### **Speed Dating Dinner**

A networking session organized by Paktor & GaiGai for individuals to meet and mingle with like-minded individuals. Registration is at \$199/++ per pax via [letsgaigai.com](http://letsgaigai.com) for the first 40 registrants per session. ION+ Rewards members receive \$50 off.

### **Floral Bouquet Workshop**

A floral arrangement workshop conducted by Bisoufleur. Open to the first 20 pax who register via [hello@bisoufleur.com](mailto:hello@bisoufleur.com). Registration is at \$100/pax.

### **Valentine's Day at ION Sky**

Capture those picture perfect moments with collectable photo prints when you hashtag #myLoveDeclaratION on Instagram. The first 100 couples who spend \$142 on 14 February will receive a goodie bag of sweet treats (worth over \$50) from JANICE WONG Sweets Boutique, vouchers from Saveur Art & Häagen-Dazs, a FRESH sugar lip rose deluxe and a kikki.K mini postal set. Love song dedications will run from 4.00pm to 6.00pm on Valentine's Day.

###



## **MEDIA CONTACTS**

Matthew De Bakker

Weber Shandwick

DID: (65) 6825 8206

Email: [mdebakker@webershandwick.com](mailto:mdebakker@webershandwick.com)

Alicia Lau

Weber Shandwick

Did: (65) 6825 8029

Email: [Alicia.lau@webershandwick.com](mailto:Alicia.lau@webershandwick.com)

## **About 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.

## **About Bisoufleur**

Bisoufleur (pronounced as bee-soo-flur) is an independent florist specializing mainly in unique blooms and exotic flowers from all around the world. Established in 2013, owner of Bisoufleur - Pearly Ng believes that everyone should receive a bouquet that tells a story. Pearly curates each and every arrangement personally based on the receiver's personality and lifestyle.

Bisoufleur on Instagram: [@xbisoufleur](https://www.instagram.com/xbisoufleur)

## **About Paktor**

Launched in 2013, Paktor is the fore-running dating app in Asia. It currently operates across the region in 10 of Asia's fastest growing consumer markets. Named 'THE' dating app in Asia by industry insiders, the tech world and users alike, it has a registered user base of 2 million growing exponentially every day.

## **About GaiGai**

GaiGai is a full spectrum 'offline' bespoke dating service which leverages off Paktor's 2 million user database. All bespoke dating services are managed and customised by a team of in-house experts, grounded in science and experience.