



## MEDIA NOTE

# ION ORCHARD IS CROWNED BEST SHOPPING CENTRE IN ASIAONE PEOPLE'S CHOICE AWARD 2016

*Premier shopping mall remains as Singapore's favourite mall for three consecutive years*



**SINGAPORE, 22 APRIL 2016** - For the third year running, ION Orchard has clinched the top prize for the AsiaOne People's Choice Award 2016 for Best Shopping Centre. The globally recognized mall was also named the winner of the Best Luxury Shopping Centre for the second year at the AsiaOne People's Choice Award (PCA).

This year's award brings ION Orchard's total wins to five since the start of the People's Choice Awards eight years ago. Its previous wins were in 2015, 2014, 2010, and 2009.

*"ION Orchard is honoured to receive AsiaOne People's Choice Award for Best Shopping Centre 2016 and Best Luxury Shopping Centre 2016. It is a validation of ION Orchard's vision to bring shoppers luxurious experiences and delightful shopping concepts. I want to thank all our shoppers for their support and this award motivates the team at ION Orchard to do even better," said Mr. Chris Chong, Orchard Turn Developments' Chief Executive.*

ION Orchard continues to be at the forefront of the retail industry. Fresh retail concepts have made their way into the mall, testament to the vote of confidence that brands have in ION Orchard. As part of its recent

rejuvenation campaign, many of ION Orchard's long-standing brands such as Dior, Louis Vuitton, Saint Laurent, Patek Philippe and Dolce & Gabbana expanded their premises, introducing new bespoke concepts and experiences. ION Orchard also welcomed three new entrants to its luxury fashion portfolio with superbrands Tiffany & Co, Moncler and Van Cleef & Arpels.

The rejuvenation saw the unveiling of ION Orchard's fresh new façade, representing a new chapter for ION Orchard that reflects the premier mall's focus on experiential retail. ION Orchard has also organised many successful stand-out events including Orchard Road's first butterfly dome, fashion playhouse and most recently, ION Orchard's Sound Garden and Live Bird show, another first-of-its-kind along Orchard Road.

The AsiaOne People's Choice Award 2016 was held on 21 April at the Singapore Press Holdings auditorium. Thirty brands were awarded the PCA after three months of voting by about 200,000 readers in the eighth year of the awards.

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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](http://www.ionorchard.com)).

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