

**PRESS RELEASE**

**ION ORCHARD CELEBRATES TURNING FIVE WITH STAR-STUDED EVENTS FEATURING CHRIS DAUGHTRY AND ELVA HSIAO**



**SINGAPORE, 10 October 2014** – Celebrating *5 Years of Splendour*, ION Orchard is staging a series of activities featuring international entertainers this month. Taking the spotlight is the mall's signature annual outdoor fashion concert open to all shoppers and fans, which will feature American rock sensation **Chris Daughtry**. In addition, Taiwanese pop star **Elva Hsiao** will take to the stage at a by-invitation red carpet gala event with a charity auction.

Blending fashion, music and lifestyle in the heart of Orchard Road, ION Orchard's fashion concert has become a highly anticipated event for shoppers. This year, the latest fashion pieces from well-loved brands such as Alice and Olivia, BCBG MaxAzria, Bimba & Lola, BOSS, Guess, H&M, Karen Millen, Ted Baker, Sandro, Warehouse and Zara will be featured in the runway show, alongside American singer-songwriter Chris Daughtry, who will perform 'live' with his band. The fashion concert will take place at 7pm on **17 October** at ION<sup>2</sup>, the mall's outdoor public square.

Further adding star power to the anniversary celebrations is Mandopop songbird Elva Hsiao, who will perform at a by-invitation red carpet gala event taking place at ION Orchard's Level 1 atrium on the evening of **16 October**. Shoppers can catch the red

carpet soiree from several vantage points within ION Orchard as Elva performs her hit singles.

Mr Chris Chong, Chief Executive Officer of Orchard Turn Developments Pte Ltd, said that this is the first time that ION Orchard will transform its Level 1 atrium to host the anniversary gala in a glamorous fashion.

“The gala, along with our annual signature outdoor fashion concert, is in line with ION Orchard’s vision to bring together fashion, music, entertainment and lifestyle elements. It is also our way of saying ‘thank you’ to all our shoppers, loyalty members, tenants and partners for their support over the last five years. The configuration of the mall and its tenants at the atrium on Level 1 will be the perfect backdrop for this stylish event.

“In ION Orchard’s spirit of sharing, we are especially pleased to hold a charity auction in our first collaboration with the National Council of Social Service (NCSS) to benefit the Movement for the Intellectually Disabled (MINDS),” he added.

Ms Ng Ling Ling, Managing Director of Community Chest said, “Community Chest is heartened that ION Orchard has chosen to care for and share with the less fortunate in our community during its fifth anniversary celebrations. The proceeds from the auction of the painting – completed through the joint efforts of individuals from Singapore Association for Mental Health, beneficiaries from Community Chest-supported MINDS Towner Garden School and celebrities Chris Daughtry and Elva Hsiao – will go towards helping more than 300,000 people in need under the care of Community Chest, including children with special needs and youths-at-risk, people with disabilities, the elderly and families facing difficulties.

“Under the Care & Share Movement, the proceeds will also double in impact on our beneficiaries from the dollar-for-dollar matching initiative by the Government. We appeal to everyone to bid generously to help the disadvantaged in our community,” said Ms Ng.



ION Orchard is also marking the fifth anniversary with a calendar of special activities. The new ION Art annual signature event – the ION Art Photography Series – is dedicated to support and recognise the work of emerging and established local photographers. The inaugural showcase – ‘Body of Work’ – is a solo exhibition by leading Singaporean performing arts photographer Tan Ngiap Heng, which will run from 20 October to 2 November.

ION Orchard is also offering attractive giveaways and promotions to shoppers this month. One lucky shopper will walk away with the grand prize of a pair of return business class tickets to Los Angeles with exclusive passes to attend the music industry’s most prestigious by-invitation-only award show in February.

***ION Orchard welcomes new tenants and launches new loyalty programme***

“Since our doors first opened, ION Orchard has brought novel experiences and shopping concepts to the retail landscape. As ION Orchard progresses into the future, shoppers will be able to continue enjoying innovative and enhanced retail experiences. As we celebrate our fifth anniversary, we are excited to welcome new tenants that refresh our retail portfolio,” said Mr Chong.

Recent additions to the mall include jeweller **Chow Tai Fook** and the first stand-alone store in Asia for stationery brand **Moleskine**. Shoppers can also look to New York based boutique **Alice & Olivia** and Parisian label **Sandro** for fashion-forward apparel and accessories; **Lululemon** for yoga-inspired athletic apparel; **Suitsupply** for the dapper suits; and **The Peninsula Boutique** for fine foods and gifts.

In the later part of the year, ION Orchard will welcome prestige watch brands **Vacheron Constantin**, which will be opening its first flagship store in Singapore, and **Jaeger LeCoultre**. Shoe lovers will be pleased to find urban fashion retailer **Kurt Geiger** setting foot in Orchard Road.

“To thank and reward our shoppers, ION Orchard has **introduced a mid-tier loyalty programme, ION<sup>PRIV</sup>**, which will offer exclusive privileges including special birthday



treats, access to a members' lounge and exclusive events, accelerated reward points and unlimited mall Wi-Fi. Some of our select tenants will also support the programme with year-long exclusives," added Mr Chong.

***ION Orchard welcomes American Express as official card partner***

ION Orchard also welcomes **American Express** as the mall's official card partner, to provide its shoppers with exciting year-round offerings which will make shopping at ION Orchard even more rewarding.

"ION Orchard has been a great partner for American Express since its opening five years ago. As the strategic card partner of the mall, we look forward to working with ION Orchard and our merchant partners to bring more unique shopping experiences and card benefits to our Card Members. American Express Card Members can enjoy exclusive benefits such as complimentary parking, exclusive events and seasonal retail and dining offers to enhance their experience in ION Orchard. Our service booths located in the mall will also allow us to meet both our customers' needs and keep them updated with the latest offers." said Mr Cheng Heng Chew, Singapore Country Manager of American Express.

For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>

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