

**MEDIA RELEASE**

**ALL ABOARD THE 'ION ORCHARD EXPRESS' THIS CHRISTMAS SEASON**

*Embark on a travel adventure across time and continents to discover the endless wonders at ION Orchard and take in new experiences at the revamped ION Sky*



*Photo credit: ION Orchard*

**Singapore, 8 November 2017** – This Christmas season, shoppers and visitors at ION Orchard can unleash their imagination and embark on a joy ride of discovery with festive celebrations, shopping delights, exclusive deals and glittering festive ornaments aplenty from 10 November 2017 to 1 January 2018!

Bringing the travel theme to life will be ION Orchard's outdoor plaza, ION<sup>2</sup> which will be transformed into a magical train station where shoppers and visitors can 'hop aboard' a steam train, complete with classic English carriage seats, windows and smoke from the train's chimney, alongside whimsical sound effects. The 'ION Orchard

*Photo credit: ION Orchard*

Express' will take visitors on a

journey across cities and continents to explore forests, valleys, snow-capped mountains through the clever use of moving graphics and imagery from 17 November 2017 onwards. With the train station decked out in hot air balloons, Christmas trees, glittery presents and decorative lights, visitors will be spoilt for choice for festive photo backdrops.

In line with the travel theme, the entrance of Orchard MRT station at Basement 2 of ION Orchard has also been transformed into a train terminal, taking inspiration from iconic train stations in Paris, London and New York, greeting shoppers and visitors with a fun and unforgettable Christmas experience.

Just a stone's throw away is the dazzling ION Orchard Christmas tree decorated in partnership with PANDORA. Adorned with 72 glistening rose gold snowflakes and over 130,000 glowing fairy lights, the 20-metre-tall walk-in Christmas tree evokes a sense of elegance and class on bustling Orchard Road. Shoppers and visitors are invited to enter the Christmas tree where they will be greeted with an animated winter wonderland light show, in which glittery falling snowflakes turn into beautiful PANDORA charms once they touch the ground, creating magical photo moments to enjoy with family and friends.



Mr Chris Chong, Chief Executive of Orchard Turn Developments Pte Ltd said, *“From the outdoor life-size train carriage to the dazzling walk-in Christmas tree decorated by PANDORA, exclusive shopping deals and a galore of yuletide performances, there is something memorable for everyone at ION Orchard this festive season. Today’s shoppers are looking for new and memorable experiences to complement their shopping, and we are giving this year’s Christmas festivities that extra special touch. Playing on the ‘Travel’ theme that highlights ION Orchard’s strategic location above the Orchard MRT station, we welcome shoppers and visitors to embark on a retail adventure and partake in our fun and engaging activities for the young at heart.”*

Ms Wing Chan, General Manager of PANDORA Singapore said, *“PANDORA is proud to have the honour of decorating the iconic ION Orchard Christmas tree this year. Orchard Road continues to charm visitors during the festive period, and we are thrilled to be able to give them the opportunity to “DO See the Wonderful” and have a magical Christmas.”*

### **Travel Back in Time and Discover Orchard Road’s History at ION Sky**



ION Sky, Orchard Road’s tallest observation deck at 218 metres above ground on Level 56, will unveil a new look after a revamp. Combining heritage, culture, technology and entertainment, the new ION Sky brings locals and tourists on an engaging and memorable journey back in time to learn about the evolution of Singapore and Orchard Road. Despite its telling name ‘Orchard Road’, not many are aware that Singapore’s most iconic shopping belt was named after the nutmeg farms, spice gardens and fruit orchard that covered the area back in the 1830s.

*“We are excited to unveil the new and immersive ION Sky experience, integrating technology, heritage and culture. ION Orchard’s strategic location and ION Sky’s vantage as the highest point on Orchard Road aptly places us well to tell the story of Orchard Road’s humble beginnings as a nutmeg plantation and its transformation into one of the liveliest, most energetic shopping destinations in the world,”* added Mr. Chong.

*Photo credit: ION Orchard*

The multimedia animation, approximately eleven minutes long, unfolds across four chapters starting from the 1800s when the spice trade began to flourish and settlements were established, to the evolution of Orchard Road, before concluding with Singapore’s transformation into the modern metropolis that it is today. The music accompanying the animation is inspired by some of the best film scores with a whimsical touch that transports the audience through time and space as the story develops.



ION Orchard worked closely with singer-songwriter and Cultural Medallion recipient Dick Lee and his creative team to curate the immersive experience which begins at Level 4 when shoppers step into the elevators. With a clever play on huge screens and mirrors in the elevators, the story begins with the images of nutmeg seeds sprouting and growing tall in a nutmeg plantation against a clear blue sky. The story continues on Level 56, where shoppers are welcomed by a multimedia animation show that traces the development of Singapore and Orchard Road as the plantations and orchard of yesteryears made way for roads, houses and shops. Taking shoppers from reel to real, the screens will reveal a panoramic view of Singapore's skyline when the multimedia show comes to an end.

The newly revamped ION Sky is supported by the Singapore Tourism Board's (STB) Experience Step-Up Fund, which supports tourism businesses in delivering enhanced or new Singapore experiences to visitors.

To experience the new ION Sky, members of ION+ Rewards simply need to spend a minimum of \$20 (*up to four same-day receipts*) to redeem an admission ticket. Shoppers who are not yet ION+ Rewards members can sign up for a complimentary membership either via the ION Orchard mobile app or at the concierge located on basement 3, level 1 or 4. The multimedia shows are screened every 45 minutes with seven daily shows to choose from, between 2pm to 5pm and 7pm to 7.45pm (last admission at 7.45pm). Show bookings can be made on the ION Orchard mobile app or at Concierge counters. ION Sky opens to the public in late November.

### **Eight Months of Giving to Charity**

To mark the mall's 8<sup>th</sup> Anniversary, ION Orchard made a pledge earlier this year to commit 800 hours of charity work by the end of 2017. To date, mall employees have gone beyond the target and collectively clocked in more than 1,000 volunteer hours to support various causes, such as helping in children homes, old folks' homes, animal shelters and other local charities.

*Ms Ng Ling Ling, Assistant CEO of NCSS and Managing Director of Community Chest said, "Over the years, Community Chest has been working closely with ION Orchard through charity campaigns, events and exhibitions in collaboration with charities such as Rainbow Centre to encourage shoppers to give back. We are delighted that ION Orchard has demonstrated the true spirit of holistic giving and not only decided to volunteer but exceeded their target. We look forward to our continued partnership to lead the way in meaningful giving that will empower our social service users to live with dignity in a caring and inclusive society."*



### **New Global Tax Free Counter**

Situated along Singapore's prime shopping district, ION Orchard is the first mall in Singapore to house an independent Global Tax Free counter. Located at basement 3, the counter provides a convenient stop for tourists to enquire about general tax refund queries and obtain their tax refund tickets from more than 50 merchants in ION Orchard.

### **ION Orchard Black Friday and Christmas Deals**

Adding to the festivities, shoppers can also look forward to a fun and interactive mini ION Orchard Express train installation on Level 4 of ION Orchard from 10 November 2017 to 1 January 2018. And as a special treat, shoppers can enjoy exclusive ION Orchard Black Friday and Christmas deals from beauty, fashion and dining brands from 24 November - they simply need to follow the toy trains as they cross mini bridges and tunnels and keep a look out for promotional codes displayed on the trains and buildings. Thereafter, enter the codes on the ION Orchard microsite ([www.ionorchardexpress.com](http://www.ionorchardexpress.com)), and present them in-store at participating merchants to redeem the deals.

### **Yuletide Entertainment**

At various dates and times from 1 to 25 December, shoppers and visitors will be treated to enthralling roving performances by *The Ministry of Bellz* as well as the *New Stream Brass Band*, dressed in train conductor costumes. Meet-and-greets and photo sessions with Santa and Santarinas will also be held in the mall.

### **New Store Openings**

Shoppers can look forward to more shopping options this festive season as ION Orchard welcomes new brands, adding to its repertoire of more than 300 brands across fashion, lifestyle and F&B. Italian luxury fashion house, **Fendi** recently opened its doors on Level 1 and to celebrate its launch at ION Orchard, it has created eight exclusive pieces of its worldwide limited edition Mini Peekaboo bag in velvet, featuring the reinterpreted iconic FF logo, available only at the mall. Luxury musical instrument store, **Steinway Gallery Singapore** has opened its flagship store in Southeast Asia at ION Orchard which includes an in-store private music room. On 16 December, the Steinway & Sons 12-hour Piano Marathon will be held at the Level 1 Atrium, where over 500 pianists from all ages will raise funds for charity with their performances. Other stores that have recently opened include international toy brand, **Lego**, luxury eyewear brand, **Gentle Monster**, luxury jewellery brand, **Graff** and make-up line, **3INA**.



### **Christmas Season Rewards**

- **Special Christmas Gift Wrappers**

ION+ Rewards Members or American Express Cardmembers^ with \$80\* spend.  
*Redeem at L4, L1 or B3 Concierge.*

- **\$15 Shopping Voucher When You Shop at B1-B4**

First 1,000 ION+ Rewards Members or American Express Cardmembers^ with \$200\* spend.  
*Redeem at B3 Concierge.*

- **\$30 Shopping Voucher# When You Shop at B1-B4 & L1-L6/L55**

First 80 ION+ Rewards members or American Express Cardmembers^ daily with \$450\* spend.  
*Redeem at L4 Concierge.*

- **\$100 Shopping Voucher# and Alice & Olivia or TYAN Vouchers when you shop at B1-B4 & L1-L6/L55**

First 80 ION+ Rewards Members weekly with \$2,000\* spend.  
*Redeem at L4 Concierge.*

- **ION+ Rewards Members Exclusive Black Friday Deal**

Enjoy up to 8% redeemable for the first \$100\* spend at any store mall-wide. Enjoy up to 12% rewards on your birthday. Valid from 24 – 27 November 2017.

### **American Express Cardmembers Exclusives**

- **American Express Kiddy Rides**

Spend \$100 and above in a single transaction or apply a new Card at the American Express Booth located at B1 to get a complimentary ride located at B4. Available from 10am – 10pm daily\*\* Now till 31 December 2017.

- **Be Rewarded with Membership Rewards Points and KrisFlyer Miles**

Spend \$8,000\* in a single transaction and receive an additional 10,000 Membership Reward Points or 5,000 KrisFlyer miles. Now till 24 December 2017\*\*

- **Win a Luxurious Range Rover Velar**

Stand a chance to win a luxurious 2017 Range Rover Velar for every \$100^ spent. Apply for a new card at ION Orchard American Express booth located at B1 for 10X draw chances. Now till 31 December 2017.

- **Instant Scan & Win**

Scan 5 out of 8 QR codes on American Express standees around ION Orchard to redeem a \$10 shopping Voucher\* from the American Express Booth located at B1, limited to the first 300 redemptions. In addition, charge \$500 and above within 7 days to your card and receive extra 30X draw chances to win the 2017 Range Rover Velar. From 11 November – 31 December 2017.

- **Centurion and Platinum Private Gift Wrapping Service**

Centurion and Platinum members simply have to present their Centurion® Card## or American Express® Platinum Card## at the gift wrapping counter and have their gifts beautifully wrapped in an exclusive wrapper with hand-drawn illustrations.

*^For spend offers, payment must be made by American Express Card issued by American Express International Inc. in Singapore including American Express Corporate Card and American Express Cards issued by DBS Bank Limited, United Overseas Bank Limited, and Citibank Singapore Limited.*

*\*A maximum of four same-day receipts accepted. Other terms and conditions apply. Check with Concierge or visit [ionorchard.com](http://ionorchard.com) for more details.*

*#Shoppers must present at least one basement floor receipt (B1 – B4) and one upper floor receipt (L1 – L6/L55).*



*\*\*For American Express Shop & Win Draw terms and conditions including card eligibility, please visit [amex.co/iondraw](http://amex.co/iondraw).*

*\*\*\*Applicable only to The American Express® Platinum Reserve Credit Card and The American Express® Platinum Credit Card issued in Singapore by American Express International Inc. Applicable to American Express Singapore Airlines Credit Card issued by American Express International Inc. in Singapore.*

*## Complimentary gift wrapping service is limited to 20 items per Centurion Member per day and 10 items per Platinum Member per day*

*~Limited to 50 redemptions daily. Limited to 1 redemption per Card Member per day.*

*\*\* Terms and conditions apply.*

## YULETIDE ENTERTAINMENT AND FRINGE ACTIVITIES

Dates	Name of activity	Venue	Time
1 Nov – 11 Nov	Miu Lady Pop-up in Singapore	L1 Atrium	10am - 10pm
12 Nov – 30 Nov	Prada Pop-up Store	L1 Atrium	10am - 10pm
10 Nov – 31 Dec (Friday, Saturday and Sunday only)	American Express Kiddy Rides	L3 (near Marmalade Pantry) and Basement 4 (outside Jasons The Gourmet Grocer)	10am - 10pm
1, 2, 3, 15, 16 and 17 Dec	New Stream Brass Band performance	Roving around the mall	Two sessions - 5pm and 7pm (45 mins each)
8, 9 and 10 Dec	The Ministry of Bellz performance	L3 (near Marmalade Pantry)	Two sessions – 1pm and 7pm (30 mins each)
16 Dec	Steinway & Sons 12-hour Piano Marathon for charity	Level 1 Atrium	10am - 10pm
17 – 19 Nov, 24 – 26 Nov, 1 – 3 Dec	Festive giveaways by roving “ION Orchard train conductors and popcorn ladies”	Roving around the mall	Three sessions – 12-2pm, 5-5.45pm, 6-8pm
17, 22, 23, 24 and 25 Dec	Santa Meet-and-Greet	L1 Atrium	Two sessions – 1pm and 7pm (60 mins each)

- End -



### **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, including via ION Link, a 35-metre walkway providing seamless access to pedestrians coming from Scotts and Orchard Road. With over 640,000 square feet of nett lettable retail space with over 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)).

### **About ION Sky**

ION Sky is an observation deck located on level 56 of ION Orchard that offers spectacular 360-degree panoramic views of Singapore's civic and historical districts and comprises 260 square metres of event space. At 218 metres tall, it is the highest point along Singapore's premier shopping street, Orchard Road. ION Sky has unveiled a new look in November 2017, showcasing Singapore's rich history and heritage in a specially commissioned immersive multimedia animation. Combining heritage, culture, technology and entertainment, the ION Sky experience tells the Singapore story, from Orchard Road's humble beginnings as a nutmeg plantation to the prime shopping destination it has become today. Local visitors and tourists to ION Sky can make a booking on the ION Orchard mobile app or book their visit at the ION Orchard concierge counters.

### **About the Experience Step-Up Fund**

The Singapore Tourism Board (STB)'s Experience Step-Up Fund supports tourism businesses towards the delivery of enhanced and/or new Singapore experiences. It funds visitor experience proposals such as development of more immersive tours, the creation of signature Singapore souvenirs, adoption of technology for quality experiences, and enhancement of existing content, amenities and infrastructures. The fund is part of STB's Tourism Development Fund, designed to help realise STB's Quality Tourism strategy by enhancing Singapore's destination attractiveness. Visit [STB's grant page](#) for more information.

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