



## **MEDIA RELEASE**

### **AUTUMN WINTER FASHION TAKES CENTRE STAGE AT ION ORCHARD'S 8<sup>TH</sup> ANNIVERSARY CONCERT**

**Singapore, 28 September 2017** – As part of ION Orchard's 8<sup>th</sup> anniversary celebrations, a highly anticipated star-studded outdoor fashion concert is set to take centre stage along Orchard Road tomorrow. Shoppers will be treated to an amazing evening of pop songs performed by Korean heart-throb, Yook Sung Jae and local band, 53A. The fashion concert will also feature 24 models strutting down a unique industrial-style multi-tier runway, decked out in the latest Autumn/Winter collections by well-loved fashion and luxury labels such as Salvatore Ferragamo, Dsquared2, Carven, DKNY, Hardy Hardy and more.

Adding to this year's highlights, ION Orchard will be unveiling later this year, a new look for its level 56 ION Sky observation deck, which at 218 metres tall, is the highest point on Orchard Road. Apart from offering 360-degree panoramic views of the city, the new ION Sky will offer both tourists and locals a novel way to experience Singapore and Orchard Road's rich history and heritage through a specially commissioned immersive multimedia feature in collaboration with singer songwriter, Dick Lee.

Mr Chris Chong, Chief Executive of Orchard Turn Developments Pte Ltd said, *"In line with Singapore's direction to enliven Orchard Road as a lifestyle destination and boost its attractiveness, we have been putting together new and refreshing experiences for local and international shoppers and visitors. These range from an outdoor glow garden, a 10-Day Star Wars festival as well as a fashion concert as part of our 8<sup>th</sup> Anniversary this year. We will soon also be adding a new animation feature at ION Sky, which will complement our retail offering. The new ION Sky will add an interesting dimension to the Orchard Road experience through the integration of heritage and technology to provide our shoppers and visitors with not just entertainment but an opportunity to learn about the history and evolution of Singapore and Orchard Road."*

#### **Catch the action at the 8<sup>th</sup> Anniversary Fashion Concert**

For one night only, the outdoor fashion concert will cap off ION Orchard's eight-month-long anniversary celebrations in style with music performed by Yook Sungjae and 53A and a showcase of the latest Autumn/Winter fashion. Shoppers will get an exclusive preview of the season's latest designs, with a twist

that features a mixture of edgy rock from the 70s and contemporary styles. Festivities start on Friday, 29 September, 7pm at ION<sup>2</sup>. To add to the fanfare, the event will be streamed 'live' on the huge screens on-site.

Colourful light sticks containing mystery coupons will also be given out at the outdoor fashion concert. These mystery coupons can be used to redeem treats from participating ION Orchard retailers such as T2, Häagen-Dazs and Dunkin' Donuts.

In addition, from now till 1 October, fans of Yook Sung Jae can pose with his standees in ION Orchard, take a snap and submit creative photos via Instagram and hashtag **#ION8ight** to win specially autographed CDs of the singer's latest album.

### **8<sup>th</sup> Anniversary Limited Edition Collectibles**

As part of the mall's anniversary celebrations, ION Orchard has collaborated with brands to create exclusive collectibles throughout the year, including co-branded **Sephora** beauty pouches, and exclusive lip colours by **Chanel**. Currently available collectibles include a one-of-a-kind **Jaeger LeCoultre watch** featuring the façade of ION Orchard, personalised **Le Pliage bags by Longchamp** and exotic-skin **Kwanpen Crossbody wallet**. From now till 29 October, shoppers who spend a minimum of \$2,000 can redeem 'Gift with Purchase' items, that include **Happy 8 Tea**, an ION Orchard and TWG tea-blend featuring a delightful mix of precious white tea and green tea with a mélange of exotic fruits and flowers, encased in a vermilion red tea tin and gift box; and an **In Good Company ION 8th Anniversary notebook**, with a unique confetti-inspired design. Each exclusive notebook comes with a \$50 In Good Company voucher.

ION Orchard is also offering visitors complimentary lunchtime parking\* till 29 October 2017. Shoppers and members will also continue to enjoy the ongoing eight-month-long offer of shopping rewards\* and monthly special members' day\* till October 2017.

### **Star-studded 8th Anniversary Gala Dinner**

On 28 September, a star-studded gala dinner will be held at ION Sky's Salt grill in partnership with brands, accompanied by an exclusive Cartier high jewellery show at ION Sky. Invited guests to the event will be treated to exciting performances by Korean celebrities, Yook Sung Jae and Lee Chae-rin, also known as CL.

### **New Store Openings**

This month, fans of cult eyewear label **Gentle Monster** will finally get to shop the full range of accessories including its collection with British actress Tilda Swinton at the brand's Southeast Asia first flagship store outside of Korea and China, at ION Orchard. Located at Level 1, the mall has worked closely with Gentle Monster to create a unique in-store experience for shoppers under the brand's Samsara (which refers to the circle of life in Sanskrit) concept. Other recent / upcoming openings include the first **Giuseppe Zanotti** and **Graff** standalone flagship stores in Singapore; the **Magnum** bar which offers an ice-cream customisation; **Nespresso's** flagship which is equipped with coffee specialists to take shopper's orders through mobile technology without a need to queue at the cashier, as well as other flagship concept stores by **Lego**, **Hardy Hardy**, and **Steinway**.

### **Art highlights at the ION Art gallery**

Art and photography enthusiasts will be treated to an exciting line-up of exhibitions over the next few weeks at ION Art gallery, featuring works from Chinese ink painter, Wang Zi Jiang, as well as timeless photography masterpieces by eight Singapore-based photographers using Leica camera, as part of the third edition of ION Orchard's signature Photography Series.

- ***Kyoto, presented by White Space Art Asia***

Kyoto represents over thirty years of impression and love for Japan and its culture by Chinese ink painter, Wang Zi Jiang. Visit the showcase to enjoy over forty of Wang's incredibly detailed and atmospheric ink creations. The artist will also demonstrate his work on a two-metre piece long scroll 'live' over two days from 29 September to 4 October 2017.

- ***Celebration of Photography***

In partnership with ION Art, Leica Celebration of Photography will feature eight unique collections of work by eight illustrious Singapore-based photographers, including KC Eng, Laxmi Kaul, Andrew Lum, Francisco Marin, Justin Ong, Eric Sawitoski, Marc Tan, and Yuey Tan & Claire Jedrek. Through the lens and creative expressions of the photographers' unique styles and subjects, visitors will be able to explore the world across different continents and cultures. The exhibition runs from 7 to 15 October 2017.

In addition, from now till 15 October, award-winning Spanish artist, Manolo Valdes is presenting his first major exhibition in Asia at ION Orchard, in collaboration with Opera Gallery and with support from the



Singapore Tourism Board. The exhibition features eight of Manolo Valdes's best known Menina sculptures measuring about 1.8 metres in height, which takes pride of space at ION<sup>2</sup>, the outdoor space at the entrance of ION Orchard.

*\*For more information on event details, spending promotions and special offers, please refer to Annex A.*

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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, 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 Art**

ION Art is a unique proposition of ION Orchard, bringing to the landmark mall and integrated mall experience, featuring the best in shopping, dining, art and design from the world over. The structured art and design programme, which is focused on the exhibition of modern and contemporary art and design, offers ION Orchard's visitors an opportunity to savour a diverse range of visual arts, including multi-media and digital art. The initiative includes permanent signature sculptural and media installations positioned throughout the mall, as well as a spectrum of art-based events and exhibitions held throughout the year in the ION Art gallery and at other locations in the mall.

Through collaborations with the art community and other strategic partners, ION Art is committed to bringing quality art programming for ION Orchard, to showcase emerging and established artists and designers, focusing on Asian artists and designers at various stages of their creative development.

ION Orchard is a recipient of the National Arts Council's Friend of the Arts Award in 2012, 2014, 2016, 2017, Arts Supporter Award in 2013, and Patron of the Arts Award in 2015.

Admission to the ION Art gallery is free.

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**Annex A**

**Event Details**

Date	Activity	Venue	Time
29 September	<b>8<sup>th</sup> Anniversary Fashion Concert</b> <i>(featuring performances by Yook Sung Jae and 53A)</i>	ION <sup>2</sup> <i>(outdoor space at the entrance of ION Orchard)</i>	7pm till late
29 September - 4 October	<b>Kyoto, presented by White Space Art Asia</b> <i>(Exhibition)</i>	ION Art gallery, level 4	10am – 10pm
7 October to 15 October	<b>Celebration of Photography</b> <i>(Exhibition)</i>	ION Art gallery, level 4	10am – 10pm

**Spending Promotions and Special Offers**

**Yook Sung Jae Photo Contest**

- From 1 September to 1 October, fans and shoppers at ION Orchard can pose with in-mall standees of Yook Sung Jae, snap and submit creative photos via Instagram and hashtag #ION8ight to win specially autographed CDs of the singer’s latest album.

**Complimentary Parking**

- Free lunchtime parking from 12pm-1pm, Mondays-Thursdays (excluding public holidays) till 29 October 2017

**\$15 Shopping Voucher when you shop at B1-B4**

- First 1,000 ION+ Rewards Members or American Express® Card Members^ monthly 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 Card Members^ daily with \$450\* spend. Redeem at L4 Concierge.

#### **\$100 Shopping Voucher when you shop at B1-B4 & L1-L6/L55**

- First 80 ION+ Rewards Members weekly with \$1,500\* spend. Redeem at L4 Concierge.

#### **\$60 Shopping Voucher exclusively for American Express Card Members^**

- First 188 American Express Card Members on every last weekend of the month (Fri – Sun) with \$450\* spend. Redeem at L4 Concierge.

#### **Gear up for the Big Reveal with your card**

- Stand a chance to win the latest soon-to-be revealed Land Rover for every \$100 spent with your American Express Card at ION Orchard. Sign up for a new card at ION Orchard American Express booth for 10X chances. Now till 31 Dec 2017.

#### ***Terms and conditions***

^For spend offers, payment must be made by American Express Card issued by American Express International Inc. in Singapore excluding 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).