



MEDIA RELEASE

SPLENDOURS AROUND WITH A NEW LOOK AT ION ORCHARD'S LEVEL 3

Singapore, 23 October 2018 – In the lead up to the year-end shopping season, ION Orchard welcomes a slew of new luxury brands on Level 3 and across the mall, some of which are new-to-market. The mall also welcomes its very first triplex store by Cartier – which will also be the first for the French luxury brand in Southeast Asia.

ION Orchard's new look on its third level will bring a fresh burst of vibrancy to the shopper experience. Among the new brands are fashion visionary **Karl Lagerfeld's** eponymous label and **HUGO by Hugo Boss** which have opened their first standalone outlet in Singapore at ION Orchard. HUGO features a new store concept that brings together a clean silhouette with sophisticated touches, showcasing the expressive, creative and innovative personality of the brand. The flagship store will feature a full range of tailored and contemporary pieces for men and women, including accessories and shoes.

Italian designer womenswear brand **PINKO** will open its first outlet in Southeast Asia at ION Orchard as well, adding to the mall's varied fashion portfolio. It will house a range of collections, from its Moulin Rouge-inspired *Pinko Uniqueness*, to its latest fashion projects such as *P_Jean*, featuring bold statement pieces of denim inspired by the music and pop culture in the 90s, and *Love Bag*, a line of stylish bags that reflects the strength, freedom and femininity PINKO celebrates.

Taking centre stage on Level 3 will be Singapore's doyenne of local cuisine Violet Oon, who will open her fourth restaurant, **Violet Oon Singapore**, in what will be her most ambitious project to date. The flagship brasserie will house a retail section selling beloved local treats for patrons to take home and savour, in addition to the cocktails, drinks and dishes that can only be enjoyed exclusively at the ION Orchard outlet.

The Level 3 transformation is part of ION Orchard's extended strategy to provide shoppers access to differentiated offerings and new experiences year-on-year. *"We are excited to reveal Level 3's varied selection of new and exclusive offerings to our shoppers. Our new-to-market brands such as HUGO and PINKO will offer a fresh fashion vibe, while existing brands like CK Calvin Klein, Tyan and Cartier have renovated their shops and now promise greater variety and experiences for the discerning shopper. For the*



savvy male shopper, Vilebrequin and Devialet will surely thrill,” said Yeo Mui Hong, Chief Executive of Orchard Turn Developments.

“We are particularly excited to welcome Violet Oon to our repertoire of dining options. A celebrated local chef who needs no introduction, Violet Oon Singapore’s central location in the heart of Orchard, on Level 3, will no doubt be the hottest spot in town for lunch, dinners and everything in between for locals and tourists hungry for a contemporary modern spin on local cuisine.”

The mall will also house its first dedicated swimwear store – French luxury swimwear brand **Vilebrequin**. Also adding spark to this floor is revolutionary French audio company **Devialet**, which will draw audiophiles and fans of high-end speakers to its second standalone outlet in Singapore.

To commemorate the new Level 3 at ION Orchard, the mall has partnered Violet Oon Singapore to create two signature drinks, which will be a permanent addition to the menu. Shoppers can enjoy a non-alcoholic drink of lychee lemongrass tonic or sip a fruity alcoholic concoction of white sangria with fresh dragon fruit and starfruit. Shoppers and visitors to ION Orchard will also be treated to an elegant fabric dance performance over two weekends on 2 to 4 November 2018, at 6pm and 7pm on Level 3.

Within the shopping haven at ION Orchard, beauty fans will have more choices as Korean luxury beauty brand **HERA** recently opened on Basement 2; and **Giorgio Armani** brings their chic minimalist aesthetic to their first beauty boutique in Singapore, also located at Basement 2. In the coming months, **Musica** will also open on Level 4, another new-to-market concept, specializing in mid- to high-end audio products.

Later this year, esteemed Italian luxury brand **Bvlgari** will open its doors at ION Orchard, adding to the mall’s wide repertoire of well-loved international watch and jewellery brands. The store will feature an exclusive room for shoppers to view their items in privacy. Ahead of its store opening, the luxury giant has added a splash of fun in the form of an Instagram-worthy pop-up store, **“Bvlgari Pop (up) Corn”**, inspired by movie premieres and the many celebrities who have walked down the red carpet in sparkling Bvlgari pieces. Catering to the millennial’s desire for limited edition pieces, shoppers will be able to admire exclusive items only available at ION Orchard including a Bvlgari-Bvlgari necklace and matching bracelet in rose gold and sugilite, and Serpenti handbags in calf leather.

Please refer to the Annex on the next page for quotes by the brands.

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

For media enquiries:

Celina Lim

Senior Associate
Weber Shandwick Singapore
T: +65 6825 8075 / +65 9099 7618
E: celim@webershandwick.com

Lim Shien Yau

AVP, Marketing Communications
Orchard Turn Developments Pte Ltd
T: +65 6485 5245
E: lim.shienyau@orchardturn.com.sg

Gurveen Kaur

Editor
Weber Shandwick Singapore
T: +65 6825 8026/ +65 9114 6206
E: gkaur@webershandwick.com

Han Lee

Executive, Marketing Communications
Orchard Turn Developments Pte Ltd
T: +65 6485 5256
E: han.lee@orchardturn.com.sg

Brand Quotes

"HUGO is thrilled to be back in Singapore. The revamped Level 3 at ION Orchard is the perfect first footprint for HUGO in Singapore for the globally engaged, curious and authentically expressive." Steven Lam, Managing Director, Hugo Boss, Southeast Asia

"PINKO's style is more and more appreciated among Asian customers, after the fast development of the last two years in Greater China where the brand has opened 40 Mono-brand stores. PINKO wants to increase its brand awareness in the region and Singapore is a strategic market and the window into Southeast Asian markets." Roberto Sergi, Director, PINKO, China

"It energises us to delve deeper each time into the culinary soul of Singapore as we develop the menu for our flagship store in ION Orchard. As we pursue the Singapore food story, we continue to discover more exciting Singapore culinary concepts and flavours that we want to showcase and share." Violet Oon, Founder, Violet Oon Singapore

"This is an important milestone in the company as Violet continues to express and further share her in-depth knowledge and experience in Singapore's myriad food flavours and history with the expansion of the group and the launch of our biggest outlet in ION Orchard. In addition, our signature retail collection provides an opportunity for consumers around the world to receive a taste of the finest array of flavours of Singapore and to experience Singapore's much loved iconic food brand, Violet Oon." Manoj M Murjani, Chairman of Violet Oon Singapore