

MEDIA ADVISORY

A SEASON OF CHRISTMAS RESPLENDENCE AT ION ORCHARD

Singapore's premier luxury mall lines up multisensory festive shopping experiences with new store openings, pop-up stores and charity initiatives



Singapore, 4 November 2016 - 'Tis the season of gifting, and giving - from 4 November 2016 till 2 January 2017, ION Orchard will be buzzing with a series of shopping, charity and lifestyle activities titled 'Season of Resplendence', which endeavours to evoke the wonders of Christmas joy. For a magical touch, ION Orchard will be adorned with glittering ornaments, decorative lights and even a festive scent, creating an unforgettable Christmas experience for shoppers and visitors.

"This Christmas is our most resplendent thus far, featuring strong collaborations with our brands. From the dazzling and interactive walk-in ION Orchard Christmas tree decorated by Tiffany & Co., a fantasy maze, a curated line-up of festive pop-up shops featuring all-time favourite brands; to newly opened stores such as Gucci and Sulwhasoo, a calendar of Yuletide entertainment and dining options, there is truly something special everyone can enjoy at ION Orchard this season. Christmas is a time for celebration but also a time for giving back to society. This year, we are pleased to partner with Rainbow Centre again through their



children's art work - and we hope that shoppers will open their hearts and donate generously towards our charity initiatives," said Mr. Chris Chong, Chief Executive of Orchard Turn Developments.

All That Glitters

The holiday season comes alive with the ION Orchard Christmas tree, an iconic holiday symbol in Singapore, as we partner with Tiffany & Co. to create a bedazzling visual extravaganza. Standing at a mesmerising 20 meters tall, the dazzling Christmas tree features over 2,000 custom-designed ornaments, including diamond-facet ornaments, the iconic Tiffany Blue Boxes® and a brilliant faceted tree topper. However, as with every year, it is what lies *within* the tree that will take visitors' breath away. Shoppers can enter the brand's first ever walk-in Christmas tree with an interior that celebrates love this holiday season - an interactive New York City night sky-line photo booth. Activated by a hug, a kiss or an expression of love through touch, the city skyline backdrop lights up to mimic a series of sensational fireworks, creating a magical Christmas experience in New York. Guests can collect their photo at the Tiffany & Co. duplex located on Level 1 of ION Orchard, and share a video of this special moment on social media.

"For more than 179 years, Tiffany & Co. has been the jeweller at the centre of life's greatest celebrations. This year, we are delighted to collaborate with ION Orchard to create this magnificent, bejewelled Christmas tree that captures the sense of surprise, passion and delight that Tiffany jewels inspire," said Chris Lui, Managing Director for Southeast Asia, Tiffany & Co. *"Symbolic of the glamorous sparkle and spirit of a New York Holiday, this spectacular tree creates a brilliant scene to behold at Orchard Road, a beacon of Tiffany's best wishes for a merry Christmas and a marvellous New Year."*

Next to this, ION² will be transformed into an illuminated Christmas labyrinth. Dressed up with glittering ornaments, towering hedges and a larger-than-life reindeer centrepiece, toy soldiers and arctic penguins, this fantasy maze will make the perfect spot for holiday photos for Singaporeans and tourists along Orchard Road's famed festive Christmas light-up. Inside the mall, over 180,000 Christmas baubles, stars and lights will add to the festive magic; and

shoppers can also look forward to a serenading acapella choir, live harpist performances and Santa Meet-and-Greet sessions throughout the season.

Also adding a multisensory spin this Christmas will be the debut of a special “holiday scent” which evokes the warmth and spirit of the Yuletide season. Featuring hints of hyacinth, white tea, ginger, musk and moss, as well as other notes comprising crushed green leaves and citrus, this holiday scent subtly complements ION Orchard’s signature scent that shoppers have come to love and identify with the mall.

Season of Giving

For the last two years, ION Orchard has been a strong supporter of the Rainbow Centre, a non-profit organisation supported by the Community Chest that serves children and youths with developmental needs, including autism, physical, visual and/or hearing disabilities. This Christmas season, ION Orchard will once again be offering selections of beautiful gift wrapping paper specially designed by students at Rainbow Centre schools. For every set of gift wrapping received, shoppers can pledge their support with a donation via a Coin Deposit Machine provided by the Singapore Mint located at Level 1 Atrium. All coins collected will go towards Community Chest, which will contribute towards helping beneficiaries from about 80 social service organisations including children with special needs and youth-at-risk, adults with disabilities, families in difficulty, seniors and persons with mental health issues. The Coin Deposit Machine will also go towards conserving our environment through coin re-circulation.

In addition, ION Orchard is also lending support to Rainbow Centre’s *Rainbow CHAIRity*, where students have been given the opportunity to create artworks on 55 child-sized Louis chairs together with artists to raise funds for the centre’s extension building. This platform provides the students with a blank-slate to create their own collaborative piece. Selected works will be displayed on Level 3, and at the ION Art gallery on Level 4.



"We appreciate the great support and opportunities given by ION Orchard for Rainbow Centre students. Our students have worked hard with the artist collaborators and we hope the public may step into and have a glimpse of their world, through their artistic expressions in Rainbow CHAIRity." Ms Tan Sze Wee, Executive Director, Rainbow Centre Singapore.

Christmas Pop Up Shops and Spending Rewards

There's more reason to shop during this holiday season with the line-up of pop-up stores available on Levels 1 and Basement 4.

From now till 31 December, the Club 21 Accessories pop-up store will also help amplify ION Orchard's partnership with Rainbow Centre. Located at L1 Atrium, the pop-up store will sell a vast array of items, including bags, wallets, cuff links and other accessories from brands such as Alexander Wang, Bao Bao Issey Miyake, Jil Sander, Marni, Paul Smith, Proenza Schouler, Stella McCartney and more. This pop-up shop will provide shoppers with abundant Christmas gift ideas and meaningful presents for their loved ones. In the spirit of sharing, Club 21 is also extending its support to Rainbow Centre. Shoppers may drop off cash donations at the store or visit Club 21's fundraising campaign page set up on National Volunteer and Philanthropic Centre's (NVPC) giving portal, www.giving.sg/campaigns/club21xion

In addition to this, beauty junkies will also be delighted by Estee Lauder's pop-up store, featuring gift items from MAC, Origins, Bobbi Brown and Lab Series, as well as the newly opened Sulwhasoo pop up and store where they can find the perfect holiday gift set and exclusive holiday collectibles. At B4 ION Station, gourmands can look forward to special Yuletide delicacies and food items at the Europe Fair; as well as home and toy fairs.

To make spending more rewarding, ION Orchard is partnering American Express to spread more Christmas cheer with exclusive spending rewards, including a 1 Million Reward Points weekly giveaway, 2 X Singapore Airlines Krisflyer points over three weekends, TWG Tea macarons gift sets and more.



Mr Cheng Heng Chew, Singapore Country Manager, American Express said: *“With Christmas just around the corner, we want to reward our card members with great offers and exclusive benefits while they shop for gifts and spruce up their homes for the festive season.”*

In addition, ION Orchard’s *Holideals* Christmas edition on the ION Orchard mobile app will also offer some exclusive online shopping deals across more than 30 brands ranging from Chanel beauty, to Omega, to Kwanpen, TWG Tea Salon and Boutique, Tommy Hilfiger and Proof Living to name a few.

Christmas Season Rewards

\$15 Voucher when you shop at B1 – B4

First 1,000 ION⁺ Rewards Members and American Express[®] Card Members[^] with \$200* spent. Redeem at B3 Concierge.

\$30 Voucher[#] when you shop at B1 – B4 & L1 – L6 / L55

First 80 ION⁺ Rewards Members and American Express Card Members[^] daily with \$450* spent. Redeem at L4 Concierge.

\$100 Voucher[#] and vouchers from Diane von Furstenberg and Suitsupply when you shop at B1 – B4 & L1 – L6 / L55

ION⁺ Rewards Exclusive: First 80 members weekly with \$2,000* spent. Redeem at L4 Concierge.

Up to 8% Rewards Mall-wide

Receive up to 8% rewards for the first \$100* spent from now till 31 Dec 2016 (*if shopper’s birthday falls between 1 Nov and 31 Dec 2016, they enjoy up to 12% rewards*)

Special Christmas Gift Wrappers when You Shop at B1 – B4 & L1 – L6 / L55

ION⁺ Rewards Members and American Express Card Members[^] with \$80* spent receive Christmas Gift Wrappers co-designed by students of Rainbow Centre, a beneficiary of Community Chest.

Redeem at L4, L1, or B3 Concierge. Complimentary gift wrapping at B3 Concierge.

American Express Shop & Win

Stand to win 1,000,000 Membership Rewards points each week with \$50** spend in a single receipt exclusively at ION Orchard, from now till 31 Dec 2016.

Life’s Sweeter at ION Orchard

American Express Card Members enjoy a complimentary set of 2 macarons[~] (worth \$4) with \$60* spend. Redeem at L4 Concierge from now till 31 Jan 2017.

Park & Ride On Us

First 150 shoppers daily receive \$10 Uber promo code with min. \$150* spend. Redeem at L4 Concierge.

[^]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 4 same-day receipts accepted. Other terms and conditions apply. Check with Concierge or visit 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.

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

CHRISTMAS EVENT DETAILS

Dates	Name of event	Venue	Time
19 Oct – 31 Dec	Club 21 Accessories Pop-up Store	L1 Atrium	Whole day
2 Nov – 8 Nov	Best of Europe by Cold Storage	B4 ION Station	
3 Nov – 11 Nov	Nanyang Treasures	L4 ION Art	
5 Nov	Porsche Panamera City Tour	L1 Atrium	
5 Nov – 6 Nov	Singapore Tatler Christmas Loft	L56 ION Sky	
7 Nov – 15 Nov	A Striking Encounter with Rolls-Royce Dawn	L1 Atrium	
10 Nov – 16 Nov	The Better Toy Store Christmas Special	B4 ION Station	
	Marks & Spencer Christmas Fair	B4 ION Station	
1 Nov – 20 Nov	Racing Dawn – Contemporary Chinese Ink	L4 ION Art	
15 Nov – 15 Dec	Bao Bao Issey Miyake Chord Showcase	L2	
16 Nov – 29 Nov	Sulwhasoo Cultural Exhibition	L1 Atrium	
18 Nov – 27 Nov	Robinsons Beddings & Bedlinen Fair	B4 ION Station	
23 Nov – 29 Nov	Blossom – The Art of Vietnam, Singapore & Myanmar	L4 ION Art	
1 Dec – 4 Dec	Starhub Roadshow	B4 ION Station	
1 Dec – 7 Dec	Calligraphy by Ang Tock Kiong	L4 ION Art	
1 Dec – 15 Dec	Rainbow Chairity – Welcome to My World	L3	
5 Dec – 30 Dec	Estée Lauder Companies Christmas Store	L1 Atrium	
9 Dec – 27 Dec	Robinsons Toy Fair	B4 ION Station	
11 Dec – 18 Dec	Ernest Chan Exhibition	L4 ION Art	
21 Dec – 31 Dec	Lim Choon Jin Exhibition	L4 ION Art	
28 Dec – 12 Jan 2017	Robinsons Bedshop & Bedlinen Fair	B4 ION Station	

YULETIDE ENTERTAINMENT

Dates	Name of event	Venue	Time
4 Nov '16 – 2 Jan '17	ION ² Illuminated Winter Maze	ION ²	Whole Day
4 Nov '16 – 2 Jan '17	ION Orchard Christmas Tree <i>decorated by Tiffany & Co.</i>	ION ²	Whole Day
24 Nov – 27 Nov (Thu – Sun only)	Harpist Performance	L3	1pm to 1.45pm and 7pm to 7.45pm
1 Dec – 4 Dec		L1	
10 Dec – 18 Dec (Sat & Sun only)	Acapella Choir	L1 Atrium	5pm to 5.30pm and 8pm to 8.30pm
16 Dec – 25 Dec (Fri – Sun only)	Santa Meet-and-Greet	L56 ION Sky	1pm to 2pm and 7pm to 8pm

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. With 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).

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