

MEDIA ALERT

**KOREAN CELEBRITY YOOK SUNGJAE TO PERFORM AT
ION ORCHARD'S 8th ANNIVERSARY FASHION CONCERT**

Singapore, 18 August 2017 – This September, shoppers and visitors to ION Orchard can expect an exciting night of lights, action and music as the mall celebrates its 8th year Anniversary in style with a star-studded outdoor fashion concert on 29th September, featuring popular Korean celebrity, Yook Sungjae.

Yook Sungjae is a singer, actor, host and the youngest member of Korean boy band, *BTOB*. On screen, he is best known for his role in popular television series, *Goblin* and reality variety show, *We Got Married* (season 4).



Themed '*8 Years and Beyond*' in conjunction with ION Orchard's 8th Anniversary, the mall has hosted a series of exciting fashion, dining and arts events for eight continuous months, starting in March and shoppers and visitors can continue to catch the action as celebrations culminate in this outdoor fashion concert. Fans can sing along as Yook Sungjae will be performing six of his well-known songs and hits. Singaporean band, **53A** will open the evening with a medley of pop and rock songs.

A key highlight of the fashion concert will showcase 24 models strutting down a unique industrial-style multi-tier fashion runway, decked out in the latest Autumn/Winter collections by well-loved fashion and luxury brands such as Salvatore Ferragamo, Dsquared, Carven, DKNY, Hardy Hardy and more. The outdoor fashion concert will be a key highlight along Orchard Road, with the event streaming 'live' onto huge screens on-site to add to the fanfare.

ION Orchard 8th Anniversary Fashion Concert

Date: 29 September 2017, Friday

Time: 7pm

Venue: ION² (outdoor event space at the entrance of ION Orchard)



Fans who wish to win tickets and catch the action up-close and personal at the fashion concert simply have to register for a complimentary ION+ Rewards Membership or be an existing member and receive one chance in the lucky draw with every \$80 spent (maximum of four same-day receipts). In addition, from 1 September to 1 October, fans and shoppers at ION Orchard can also pose with in-mall standees of Yook Sungjae, snap and submit creative photos via Instagram and hashtag **#ION8ight** to win specially autographed CDs of the singer's latest album.

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 Orchard 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).

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