

MEDIA RELEASE

**ION ORCHARD DEBUTS BUTTERFLY DOME TO CELEBRATE
THE START OF SS'15 FASHION SEASON**

Butterfly dome to house over 15 species of live butterflies from all over the world



Note: Photo for illustration purpose only

SINGAPORE, 9 APRIL 2015 – More than fifteen species of butterflies from different countries symbolise the beginning of the colorful line-up of the Spring/Summer'15 fashion collection at ION Orchard.

From 10 April to 3 May 2015, ION² will be transformed into a Spring oasis with the ION Orchard Fashion Garden. Its *piece de resistance* will be its first-ever butterfly house, a captivating enclosed domed installation. It will be an enchanting experience for all who enter the magical winged world of live butterflies in vibrant colours and patterns. The species of butterflies coming from India, New Zealand, Sub-Saharan Africa, Indonesia, Asia and Singapore can be admired in a self-contained habitat that will include over 30 flower and plant species. Visitors can catch the butterflies feeding in flight, or at rest amidst the plants and animal topiaries in the dome daily between 11.00am-9.00pm* (**a pair of admission passes with every \$80 spent in a single-day at ION Orchard*).

“ION Orchard welcomes a new fashion season with exciting collections from brand favourites. This year would be a year to refresh, rejuvenate and reinvigorate our retail offerings. Thus,



creating unique experiences for shoppers as we have done with the first-ever butterfly house inspired by the vitality and vigour of Spring in line with ION Orchard’s metamorphosis,” said Mr Chris Chong, Orchard Turn Developments’ Chief Executive.

Butterflies will not be the only ones soaking in the vitality and vigor of Spring. From April 12 onwards, there will also be Salsa and Yoga sessions held at the ION Orchard Fashion Garden led by JJSalsaRengue on 12 and 24 April; and 25 April by lululemon athletica respectively.

Luxury takes on a new shine as Japan’s premier pearl specialty boutique Mikimoto moves into the mix with a new store on L2, and a pop-up exhibition of the Pearl Necklace Story Exhibition at the L1 Atrium on 29 and 30 April.

Fans of the iconic wrap dress from DVF are in for a new treat as its existing boutique at L1 will move to a larger, swankier new home at L3. The new store will be unveiled by Mrs. Diane Von Furstenberg herself and will feature a distinctive Wrap Dress lounge and a full collection of wrap styles including dresses, gowns, jumpsuits, rompers and more. The brand’s iconic Journey of a Dress Exhibition will also make an exclusive showcase on L1 from 1 to 14 May, after touring cities such as Shanghai, Los Angeles, Paris and New York.

Fashion superbrand Louis Vuitton will also be expanding its flagship store to make way for a new concept and a larger portfolio of retail offerings.

With a slew of exciting activities coming to you this Spring, make your way down to ION Orchard this April at the following dates. For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>

EVENT DETAILS

Date	Activity	Venue	Time
12 April & 24 April	Salsa @ ION Orchard Fashion Garden	ION ²	6.30pm (12 Apr) and 8.00pm (24 Apr)
25 April	Yoga @ ION Orchard Fashion Garden by lululemon athletica	ION ²	9.00am
28 – 30 April	Mikomoto Pop Up Store	L1 Atrium	10.00am – 10.00pm
1 – 14 May	DVF Installation Showcase	L1 Atrium	10.00am – 10.00pm



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