

MEDIA RELEASE

HEARTS WILL GLOW THIS CHRISTMAS AT ION ORCHARD

Swarovski's first outdoor Christmas tree adorned with over 28,000 crystals, 12 tenant-designed Christmas trees and fund-raising activities at the core of festive celebrations



Mr. Chris Chong, CEO of Orchard Turn Developments, with Ms. Ng Ling Ling, Managing Director, Community Chest at National Council of Social Service

SINGAPORE, 5 NOVEMBER 2015 – The best of fashion, lifestyle and philanthropy will come together this Christmas as ION Orchard celebrates the season of giving in partnership with a dozen designer brands as part of its efforts to give back to the less privileged.

To mark the festivities, there will be 12 Christmas trees specially designed by key brands at ION Orchard; customised gift wrapping paper jointly designed by special needs students; and the mall's outdoor space, ION² will be transformed into a glittering Christmas Garden.

ION Orchard's traditional 20-metre outdoor tree will be given a sparkling makeover in the mall's first partnership with Swarovski. It will be adorned with more than 28,000 crystals while its cavernous walk-in interior will dazzle visitors with a kaleidoscope of lights, mirrored ceilings and a rotating chandelier. This is also Swarovski's first outdoor Christmas tree in Singapore.

At the heart of ION Orchard's festive celebrations will be a series of fundraising activities to benefit the Community Chest, with proceeds going to the Rainbow Centre Yishun Park School.

The 12 designer trees of Christmas for charity

In a unique collaboration, 12 brands at ION Orchard will each offer its interpretation of Christmas with a specially designed exquisite 2.4-metre-tall Christmas tree. They are Alice + Olivia, Braun Büffel, Buben & Zorweg, Cortina Watch, Crate & Barrel, Diane Von Furstenberg, Ermenegildo Zegna, Kurt Geiger, Kwanpen, Moncler, Parfums Christian Dior and TWG Tea.

The trees will be central to the mall's fund-raising activities for Christmas, inspiring ION Orchard VIP members and loyal shoppers to open up their hearts and put in bids to adopt the tree or trees of their choice by using the iPad next to each tree. Bids start at S\$8,000, with the highest bidder getting adoption and naming rights for each tree of their choice plus a token of appreciation from the respective brands and ION Orchard.

In a partnership with NETS, shoppers can also make direct donations at several donation points near concierge counters at Basement 3 and, Levels 1 and 4.

Funds raised will go towards helping the Rainbow Centre Yishun Park School, under the care of Community Chest. Some 350 students will benefit from the funds raised. As part of the Care & Share Movement led by Community Chest, donations received will be matched dollar-for-dollar by the Government.

“Christmas is a time for giving and I know our shoppers have big hearts when it comes to helping the less fortunate in our community,” said Mr. Chris Chong, CEO of Orchard Turn Developments. “We have therefore initiated different fundraising activities to make it easy and convenient for all shoppers to donate. We are especially excited to harness technology to raise funds for charity by partnering with NETS to enable our shoppers to make cashless donations with ease.

In addition to raising funds for the less advantaged this season, our collaboration with Community Chest creates a platform for special needs students from Rainbow Centre Yishun Park School to showcase their creativity and imagination by designing the mall's Christmas wrappers.

Our mall-wide fundraising programme and Christmas festivities have come together through the strong support from our tenants and partners – I am heartened by their enthusiasm and generosity, and I would like to thank them for joining us in making this a meaningful and heartfelt Christmas.”

Love under wraps

Christmas brings out the child in everyone and this year's gift wrapper is nothing short of inspiring. It was jointly designed by ION Orchard and four students from the Community Chest-supported Rainbow Centre Yishun Park School, which caters to students with special needs. The wrapper, which features festive icons such as the reindeer, snowman, gingerbread boy and Christmas stockings, are the students' interpretation of Christmas and will be used for the mall's gift wrapping service. The mall's Christmas wrappers are available to shoppers who spend \$100 and above.

"The children are delighted to be given the opportunity to work on this project," said Ms Ng Ling Ling, Managing Director, Community Chest at National Council of Social Service. "Children with special needs can achieve their full potential when Community Chest's partners like ION Orchard help to nurture their confidence through such initiatives. This has been a very meaningful journey for them, knowing that their design will be seen by so many people."

Beneficiaries from Rainbow Centre Yishun Park School will be assisting with gift wrapping at the L1 concierge on 13th November from 10.30am to 12.30pm and on 14th November from 6.00 to 8.30pm, lending a personalized touch to the mall's gift wrapping service for its shoppers.

Sparkle, shine, bedazzle!

From its Orchard Road façade to every level of the mall's interior, ION Orchard will sparkle, offering shoppers plenty of glittering backdrops for taking sparkling selfies.

Beginning 21 November, the mall's outdoor space, ION², will be transformed into a lit-up Christmas park wonderland with reindeer, sleighs and other interactive elements including a snow bubble show; Christmas acapella performances, and Santa Claus appearances for perfect photo-opportunities for families and tourists, and is supported by the Singapore Tourism Board.

The centrepiece of ION Orchard's Christmas wonderland will be the dazzling 20-metre-tall Swarovski Christmas tree adorned with more than 28,000 stunning clear crystals. Visitors who step into the walk-in tree will be captivated by a rotating chandelier with crystals, mirrored ceilings and a kaleidoscope of lights that transforms the space into an infinity room for a gloriously magical experience.

“The holiday season is a special time of the year for us and we’re excited to be a part of ION Orchard’s Christmas wonderland,” said Mr. Aymeric Lacroix, Managing Director, Swarovski, Consumer Goods Business, South East Asia. “Swarovski has always added sparkle to the holiday season and we hope that our first ever outdoor Christmas tree lights up the spirit of the festive season in everyone.”

The mall’s facade will also feature a Christmas Bedazzle theme specially designed to lend a festive air to Orchard Road. Inside, the mall will be bathed in hues of blue and silver, covering shoppers with a canopy of glistening snowflakes, sparkling fairy lights and metallic disco balls.

Spanking new stores

Giving shoppers more reason to visit ION Orchard during the season are the opening of new and expanded stores. Several of the mall’s long-standing brands such as Louis Vuitton, Saint Laurent, Dior and Dolce & Gabbana have revamped their stores with bigger premises and innovative concepts. New-to-market brand Moncler recently opened its first store in South East Asia at ION Orchard, while new brands including Tiffany & Co. and Van Cleef & Arpels are slated to open in time for Christmas.

Special Christmas deals for shoppers

From 6 November 2015 to 3 January 2016, ION Orchard is sweetening its Christmas deals with a series of festive promotions to spread the Yuletide cheer and give back to its shoppers. Spend \$250 at basement floor shops and redeem a \$15 voucher, while \$500 spent at both basement floor and upper floor shops will entitle shoppers to a \$30 voucher. Exclusive to ION Rewards members, spend at least \$2,000 and receive a \$100 voucher and a Moleskine notebook. Complimentary Christmas gift wrappers can be redeemed with a minimum spend of \$100. Terms and conditions apply.

For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>.

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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 CapitalLand 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. 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).

About Community Chest

For over 30 years, Community Chest has been engaging the community to support people in need through fund-raising and volunteering. Community Chest supports more than 80 charities in Singapore, allowing them to focus on caring for the less fortunate. As Community Chest's fund-raising and operating costs are covered mainly by Tote Board and Singapore Pools, every dollar donated will help:

- Children with special needs to reach potential
- Adults with disabilities to integrate into society
- Relationships of families in difficulty to stay strong
- Elderly to age graciously in the community

To make a difference, visit comchest.sg.

About the Care & Share Movement

Care & Share is a national fund-raising and volunteerism movement led by Community Chest for the social service sector, in celebration of SG50 this year. It aims to bring our nation together to show care and concern for the less fortunate, and recognise the contributions made by voluntary welfare organisations (VWOs). Eligible donations raised by Community Chest and participating VWOs from now till 31 March 2016 will be matched dollar-for-dollar by the Government. The matched amount will go towards building the capabilities and capacities of the social service sector and supporting social services to meet rising needs.

To contribute to this Movement, please visit careandshare.sg or email to csm@ncss.gov.sg.

About Rainbow Centre, Singapore

Rainbow Centre, Singapore is a voluntary welfare organization that serves children and youths with a diverse range of special developmental and learning needs, including autism spectrum disorder (ASD) and multiple disabilities, which may involve a combination of intellectual, physical, visual and/or hearing impairments.

Founded in 1992, the Centre currently runs two Special Education (SPED) schools for students aged 7-18 years old and two Early Intervention Programme (EIP) centres for children 2 months to 6 years old, at two campuses - Margaret Drive and Yishun Park.

Rainbow Centre also trains special education teachers and caregivers, and provides consultancy for others working with children with special needs through Rainbow Centre Training & Consultancy.

Rainbow Centre is a registered charity with the Registry of Societies and an Institution of a Public Character under the Charities Act.