

**MEDIA RELEASE**

**ION ORCHARD'S NEW LINK ADDS NEW VIBRANCY TO  
ORCHARD ROAD**

*Mall's second link enhances connectivity for shoppers and offers new on-the-go shopping options*



**SINGAPORE, 21 APRIL 2015** – Shoppers and commuters walking between Orchard Road and Scotts Road will enjoy greater convenience and choices when the new ION Orchard Link opens today with a choice selection of new stores. The 35-metre underground walkway provides seamless access to pedestrians coming from Scotts Road and Orchard Road to ION Orchard and the Orchard MRT station.

The new link connects ION Orchard to the Orchard Road underpass across Scotts Road leading to the Marriott Hotel exit. With ION Orchard Link, shoppers can now enter ION Orchard Basement 2 via two entrances on Scotts Road and one entrance on Orchard Road.

The selection of stores lining both sides of ION Orchard Link offers shoppers the convenience of purchasing daily necessities, apparel, accessories and last-minute gifts. The stores are Redeye, Metaphor, Owndays, Yankee Candle, VDL Cosmetics and by month's end, Lovisa, 7-Eleven and Selectiv' by Sasa. These new tenants join ION Orchard's collection of fashion favourites such as Victoria's Secret, H&M, and Mango, at ION Paterson Link, also on Basement 2 of the mall.

Mr Chris Chong, Orchard Turn Developments' Chief Executive Officer said "ION Orchard Link serves as a vibrant mini underground retail hub that extends the mall's shopping experience. As our second underground link after ION Paterson Link, it provides shoppers with a quick and easy way to access ION Orchard while offering them a pleasant shopping experience."



During the weekend from 24 to 26 April and 1 to 3 May, shoppers can look forward to some exciting offers and promotions. Lucky shoppers who are spotted shopping at stores within ION Orchard Link will receive goodie bags containing freebies and vouchers. During this limited period, goodie bag holders can get their thirst quenched with a special ION Orchard concoction when they present a promo tag, included in their goodie bags, at a pop-up bar set up beside Rubi Shoes. Alternatively, shoppers who present a same-day shopping receipt from ION Orchard of any amount may also redeem the drink.

In addition, from 27 to 30 April, shoppers can enjoy 20% off purchases at participating ION Orchard Link stores. Shoppers can also take part in ION Orchard's *Treasure Hunt* contest on Facebook from 24 to 30 April for a chance to win shopping vouchers.

Along with the new link's opening, ION Orchard will be welcoming a refreshing mix of new tenants and store revamps as it ushers in the Spring season.

Fans of the iconic wrap dress from Diane Von Furstenberg are in for a new treat as the store's boutique at Level 1 moves to a larger, swankier new home at Level 3. The new store will be unveiled by Ms 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.

"ION Orchard is excited to welcome Ms Diane von Furstenberg and her new flagship boutique. The brand joins ION Orchard's stable of flagship and desired luxury fashion boutiques. The new store not only offers the complete range of designs as its stores in New York, it showcases them in a more spacious setting. Diane von Furstenberg's trendy yet classic designs are keenly sought after by ION Orchard's sophisticated and well-travelled shoppers, and I look forward to our continued partnership," added Mr Chong.

Luxury brand Louis Vuitton will be expanding its flagship store to create more space for a new concept and a more comprehensive portfolio of offerings. ION Orchard is also unveiling new F&B concepts such as Saveur Art, Gyoza-ya and JANICE WONG Sweets Boutique; as well as the first Singapore store of famed American artisanal skincare label, Fresh.

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

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