

**MEDIA ADVISORY**

**PUTTING THE FUN IN FASHION**

**WALKING INTO ORCHARD ROAD'S FIRST FASHION PLAYHOUSE**

**ION ORCHARD'S AUTUMN/WINTER SEASON**



*The Fashion Proportions, Fashion Inversion and Fashion Reflections room at ION Orchard's Fashion Playhouse.*

**SINGAPORE, 24 SEPTEMBER 2015** – ION Orchard morphs into a fairground for all things fun in fashion for its Autumn/Winter fashion season this year.

Landing at ION<sup>2</sup> on 24 September, Orchard Road's first ever Fashion Playhouse will be the *pièce de résistance* for the season at the mall, featuring three fashion-inspired playrooms.

Discover the inner child in you as you strut down the runway themed **Fashion Proportions** room draped in Fall's favourite colour, teal. The clever installation of swings distorts the depth and perspective of the room, creating a fascinating photography opportunity for shoppers to show off their new buys.

You can also experience what it's like to be a model in the **Fashion Inversion** room in a challenging gravity-defying studio set. Fashioned after a photo studio reminiscent of Singapore's old playgrounds, the room will be AN inspiration for photography and fashion enthusiasts alike.

If you have ever cherished hopes of becoming a cover girl, now's the chance. You get to be cover models of ION Orchard's Flair magazine in the **Fashion Reflection** room. The opulently designed room features a fashion atelier, with a wall of fancy gilded photo frames and fashion objects such as hangers and mannequins that can be used in the photo shoot.

"Retail therapy is about fun and playful multi-sensory experiences and this is how we want to welcome the Autumn-Winter season," said Mr Chris Chong, Orchard Turn Developments' Chief Executive. "Our shoppers are trendy and digitally connected, marrying fashion and social media for this Autumn/Winter



season will be the perfect match. The Fashion Playhouse will treat visitors to an amazing shopping experience at ION Orchard with a spectacle of optical illusions. The emphasis is on fashion infused with quirky fun.”

The Fashion Playhouse opens from 11am to 9pm daily to shoppers who spend a minimum of S\$80 at ION Orchard. In collaboration with the Singapore Tourism Board, ION Orchard is offering free admission for shoppers to the fashion playrooms, and all they need to do is to post at least three Instagram posts with the hashtag #IONPlayhouse and #OrchardRoad. The Fashion Playhouse will be located at ION<sup>2</sup> from 24 September to 21 October.

Aside from the Fashion Playhouse, shoppers will also be inspired by the larger-than-life doll-houses on Levels 2 and 3 of ION Orchard. These carefully styled doll houses showcase the latest collections from the mall’s best-loved brands such as Bally, Diane von Furstenberg and Dsquared2 among others.

Also part of the Autumn Winter Fashion Season are a series of shopper workshops and shopping deals throughout the season, including the perfect accessory this fall – a limited edition Dian Von Furstenberg scarf – with a minimum of \$1,000 spent.

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 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. 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](http://www.ionorchard.com)).

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