

Press Release

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THE FIVE-DAY MEN'S FASHION WEEK SINGAPORE 2012 ENDS WITH A SPECTACULAR MCM A/W 12 SHOW

With star-studded performances, attended by A-list stars and beautiful fashionistas!

Singapore (25 April 2012) – The second installment of Men's Fashion Week (MFW) Singapore 2012 saw the five-day event attended by nearly 40,000 visitors, comprising members of international, regional and Singapore media, buyers, fashionistas and VIP guests that included A-list celebrities like Korean-American actor, Daniel Henney, Hong Kong's leading men, Ron Ng, Shawn Yue, as well as Korean singer, Se7en, Korean-American band, Royal Pirates, Japanese singer, Yuna Ito, Thai singer, Bie KPN and Singapore's upcoming singer, Eli T, to name a few. Everyone was treated with a spectacular showcase of 18 labels from as far as the UK, USA, France, Korea and Japan, as well as homegrown label, Reckless Ericka.

Organized by Fide Productions Pte Ltd, with Title Sponsor, The Shoppes at Marina Bay Sands, and supported by Singapore Tourism Board, the well-received men's fashion event, the 1st in Asia and only 3rd in the world (after Paris and Milan), also dubbed as M²FW (Music and Men's Fashion Week) Singapore, cost an estimated S\$8 million to mount (twice the amount of the inaugural event).

Held at Sands Expo and Convention Center, Hall F, the 80,000 sq ft venue was transformed into a Fashion Metropolis, complete with sponsor booths coming from Aston Martin, MCM, Ladoire, Les Millionaires, Pradervand and Surrender, with a Fashion Hall where the runway shows, performances and concerts took place.

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Mr. Mark Juliano, Marina Bay Sands Senior Vice President of Marketing, said, “MFW Singapore 2012 has been an incredible five-day feast for the senses. From the cutting edge collections on the runways, to the musical stylings of the best in Asian pop today, the visionary Dr. Frank Cintamani has once again made this signature event a spectacular success. As title sponsors of MFW Singapore 2012 for the second year running, The Shoppes at Marina Bay Sands will like to thank everyone who has made this event possible, as we continue to pride The Shoppes at Marina Bay Sands as Asia’s leading destination for shopping and fashion with an exciting edge.”

The Chairman of MFW Singapore 2012, Frank Cintamani said, “We are humbled by the overwhelming success of this event. We managed to bring together 18 international, regional and local labels within a short amount of time to showcase their menswear collections. The labels have had some form of interest through the curiosity of the media and from potential buyers. Guests were also able to see and purchase the labels’ selection of clothes that were on display at *Atelier Pour Homme* at the Fashion Metropolis. We are also thrilled that MFW Singapore 2012 gave six of our Singapore male models a platform to walk alongside international models!”

Those who are interested in getting their hands on pieces they love from the various labels, would be pleased to know that there are plans currently being negotiated for the labels that have participated in MFW Singapore 2012 to be available from late this year or early next year.

A quick recap of the five-day show:

DAY 1 – Opening Shows Spencer Hart & Songzio

Hosted by charismatic host, Utt, the opening night (18th April) was attended by a full house of 700 guests; the red carpet was graced by celebrities such as South Korean pop singer, Se7en, Korean actor, Sung Hoon and singer-songwriter Yuna Ito. Also in attendance were the designers themselves, Nick Hart and Song Zio, celebrity aesthetic doctor Dr Georgia Lee, socialites Emily Hwang and Chiang Yu Lan, nightspot owners Ritz & Bobby, international media and prominent stylists, fashionistas and bloggers from around the region.

Savile Row brand, **SPENCER HART** – renowned for bespoke tailoring, make its **first-ever** runway debut show featuring a total of 27 looks, specially created for MFW Singapore 2012. Showcasing the brand’s exquisite luxury tailoring, the brand’s iconic black carpet looks were recreated in fabrics and colors, such as midnight blue, exclusive to Singapore.

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SONGZIO's show saw top Korean supermodels, Lee Soo Hyuk, Kim Han Soo, Lee Tae Hwan, Heo Min Ho as well as Japanese actor, Tanihara Shosuke blaze the stage as they strutted in true fashion down the runway as they paraded Songzio's sophisticated Fall/Winter 2012 creations in black, grey and aubergine color tones using felt wool and leather, and spotting elegant, structured silhouettes.

Also at the opening night, guests were entertained by internet sensations Jung Sungha – known for his finger-style guitar playing and amassing over 427million Youtube views, Megan Lee – known for her covers on Youtube who will be embarking on her solo music career and Korean pop band, 8eight – known for their strong vocal talents and R&B/soul music style.

The successful opening night ended on a high note with an after-party where, Nick Hart, designer of Spencer Hart, rocked the Fashion Metropolis as a guest DJ, and 8eight took to the stage again to serenade the crowd.

DAY 2 – Korean labels Beyond Closet, Vandal, Resurrection, D.Gnak and General Idea

Five Korean designers took the limelight on the second day (19th April) with Beyond Closet, Vandal, Resurrection, D Gnak and General Idea at the Sands Expo and Convention Center, Hall F.

With Korean designers being known for working with high quality materials as well as intricate stitching and detailing which allows them to stand out, **BEYOND CLOSET** kicked off Day 2 of MFW Singapore 2012 with an entertaining F/W 2012 presentation that featured shades of blues and reds, that were staples in the collection, with most looks featuring various types of pullovers that exuded boyish charm and collegiate looks. **VANDAL** was up next with a sombre, all black presentation with an interesting play on soft fabrics, creating intricate designs from asymmetrical jackets to draping and pleating, the looks were completed with identical cone hats worn by all models.

RESURRECTION was next in line as the collection featured military meets sophisticated goth chic. Intricate designs combined with naturally falling silhouette with volume and 'drop' shoulder gave an accent of the look of the 'Transformational Military Look'. Following the Resurrection show, internet sensations, Sungha Jung and Megan Lee took to the stage again, performing to an appreciative fashion crowd with Sungha showing deft fingers on the guitar and Megan showcasing her powerful vocals.

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Up next was **D.GNAK's** A/W 12 collection inspired by Charlie Chaplin, featuring an updated take on classic suits where varied cuts and additional flaps and panels were added. Injecting a quirky and fun element into the show was the use of cane sticks with models jumping and mimicking Charlie Chaplin, sending a light-hearted and fun mood in the air.

Titled 'After Games' inspired by the 1968 Winter Olympics, **GENERAL IDEA** closed the night with its highly-wearable and sporty A/W 12 collection with performance-ready, padded menswear for the fit and fashionable in quilted fabrics, kneepad detailing and fur collars.

The 2nd night of Men's Fashion Week Singapore ended on an ultra-high note with K-pop star, Se7en, taking to the stage, belting out his hit songs and also new single to the delight of his fans! With energetic dance moves and precision timing with back-up dancers, the whole hall of fashionistas were up on their feet waving and dancing to Se7en's encore song. Many were left impressed both by Se7en's showmanship and the spectacular staging and lighting that transformed the fashion runway into a concert stage.

DAY 3 – Japanese labels Diet Butcher Slim Skin, Jun Hashimoto, Pascal Donquino and Factotum

Accompanied by famed Japanese pianist, H Zett M, Japanese glam rock cult label, **DIET BUTCHER SLIM SKIN** started off Japan night showcasing a collection that is a mix of piano sound and electronic music by DJ Mass. The collection had a 19th Century European gentleman feel, accentuated with blues or reds. Orange was the statement color for second Japanese designer, **JUN HASHIMOTO**, who showed a collection of fine tailoring that featured leather jackets, shearling coats, neatly tailored pants. Following Jun Hashimoto's show, the music interlude was provided by Japanese singer Kamiji Yusuke, who drummed up the atmosphere with his high energy and motivating performance, accompanied by drummers and dancers in Japanese-styled robes.

Up next was **PASCAL DONQUINO**, who presented a sleek show that featured a Country Club chic collection of clean cuts, padded jackets and vests, and a neutral color tone. H Zett M once again took to the stage to perform, captivating the audience by playing the Steinway piano in breath-taking speed and unparalleled finesse.

Closing the night was **FACTOTUM**, with utilitarian and military-inspired looks as the core of each collection, precision tailoring and layering were showcased, with checks, scarfs and outer-coats.

The stylish crowd went wild as Yuna Ito walked out in an ivory ball gown and blew away the guests with her power-house vocals to end the 3rd night. Belting out three songs, Yuna Ito's angelic voice mesmerized all and left the crowd wanting more! However, a mini fashionisto, Sorao Fukatami, the four-year old son of Hisashi Fukatami, designer of Diet Butcher Slim Skin, stole the hearts of the audience as he won the best dressed of the night.

DAY 4 – International labels Reckless Ericka (Singapore), Bodybound (UK), Alexis Mabile (France), Casely-Hayford (UK), Matthew Miller (UK) and Richard Chai (USA)

Expectations were high after three tremendously successful days at MFW Singapore 2012. But with these expectations were met and surpassed with the international designers – including Singapore's sole representative, Reckless Ericka – taking to the runway with 6 shows in 3 segments, as MFW rolls into Day 4 at the Sands Expo and Convention Center, Hall F.

Opening Day 4 of MFW was Singapore label, **RECKLESS ERICKA**, returning for the second consecutive year and this time staging a solo brand show! Androgyny meets fashion with the use of male models in wigs and female models, as the brand showcased a play on textiles, patterns and colors, with boys in skirts; checks and soft suits worn by both genders. Many guests were impressed with the collection and the forward-thinking concept, showing the world the ingenuity of the Singaporean label!

Also returning to MFW and staging a full show was **BODYBOUND**, as the brand explored uniforms as symbols of conformity. Sportswear meets space age as the mix of gauze like techno fabrics and bulbous articulated joints are the focus of the collection, which draws upon Aldous Huxley's "Brave New World".

Ending the first segment was local singer/songwriter, Eli T, who is making waves with his latest album "Revolt", as he was recently nominated for two awards at the All Indie Music Awards. With his signature crisp voice and energetic dance moves, Eli performed in front of a supportive crowd and later posed and signed autographs for his fans!

France meets MFW with the show everyone was waiting for and dying to see, as French Couturier, **ALEXIS MABILLE**, kicked off the second segment. Showcasing his menswear line intertwined with his capsule collection with HOM Underwear, opulence meets topless with precision tailoring featuring pleats and peplum.

Following Alexis Mabile's show was **CASELEY-HAYFORD's** Autumn/Winter 12 collection featured street inspired looks with a great mix of materials and colors. One can hardly believe their fittings only began at 6.30pm as their clothes had just only arrived, after the suitcases were wrongly sent to Italy!

Hailing from United Kingdom, **MATTHEW MILLER** kicked off the last segment with his colorful show stopping collection, which featured amazing prints, bright and bold colors; even the bags were a hit with the audience giving Matthew Miller a rousing round of applause during the final walk.

Despite taking ill, Thai singer, Bie KPN, showed he is every bit a star when he gave a great performances and not letting his fans sitting amongst the audience down!

Closing Day 4 of MFW Singapore was **RICHARD CHAI** presented his Autumn/Winter 12 collection, titled 'Into The Woods', that is inspired by the outdoors, camping in the woods and mountain climbing. His show drew massive cheers as it features a great collection of color tones, layering and massive backpack that seems to be the trend for the up-coming Autumn/Winter season later in the year!

As the night drew to an end, fans were screaming as Royal Pirates took to the stage, and turning up the heat with their electrifying performance that kept the audience on their feet, clapping and screaming. Everyone including the volunteers were having fun, dancing, ending Day 4 on a high note!

DAY 5 – Closing Show Mode Creation Munich (MCM)

After four amazing days of fashion organized by Fide Productions, with Title Sponsor, The Shoppes at Marina Bay Sands, the 2nd edition of Men's Fashion Week (MFW) Singapore 2012 came to a close on an extremely high note on the 5th day, 22 April 2012 at the Sands Expo and Convention Center.

Hosted by talented and affable host, Utt, more than 600 guests attended the final night of MFW, as the who's who of the fashion and entertainment industry were out in full force! The red carpet was lighted by international stars such as; Korean model and actor, Daniel Henney, Hong Kong actors and singers, Ron Ng and Shawn Yue, Timmy Hung (eldest son of veteran action star, Sammo Hung), Korean actor Sung Hoon, Korean pop-rock band, Royal Pirates, and Thai performer, Bie KPN. Also in attendance at the closing night were celebrity aesthetics doctor, Dr Georgia Lee, celebrity hairstylist David Gan, Fly Entertainment artistes, George Young and Henry Golding, international media, fashionistas, and bloggers from around the region.

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Announcing its South-East Asia debut in a big way, guests were floored as German luxury brand, **MODE CREATION MUNICH (MCM)**, showcased its full AW12/13 collection with 80 looks in three show segments. Themed “Munich Wildlife”, MCM’s collection that artistically rekindles the spirit of Munich’s glorious night life, was presented in an amazing fashion show of gigantic proportions put together in three weeks, costing over US \$1 million to stage.

Sleek and classic ensembles were the first looks that paraded down the runway as MCM showed how to travel in class with MCM bags and luggage. Leopard prints were also back for the ladies and it never looked more stylish, as models strutted down the catwalk in jumpsuits, outer coats, dresses and bags in in different colored leopard prints, such as orange, purple and white. Male performers riding MCM customized Segways opened the highly anticipated never-before-seen “MCM Men’s Generation” lifestyle collection segment that featured distinctive tough-lux patterns, boldly rock chic designs which likewise incorporate a quirky cool inimitable aesthetic.

Internationally renowned B-boy group from Korea, Last For One, exploded onto the stage and entertained the crowd with their signature precision dance moves and stunts as the models prepared for the final walk down the runway.

Cameras were whipped out and primed as the female models dressed in chic black and gold ensemble toting bags marched down the runway one last time at MFW Singapore 2012, followed by bare-chested male models carrying MCM bag packs, dressed in leather pants and boots.

The show reached its climax as golden showers of confetti burst into the air while the models and b-boys danced on stage to bring MFW to a spectacular close.

The four-course charity gala dinner in benefit of the National Cancer Research Fund commenced immediately after the MCM closing show of MFW Singapore 2012, with free-flowing Piper-Heidsieck champagne and wines served whilst a 12-piece band serenaded the crowd with jazz numbers, setting a magical evening at the wonderfully set-up Fashion Metropolis.

Singapore B-boy group, Freekzy Nutz, performed hi-energy synchronized popping and locking moves, with a dash of comic relief, to the fashionably-dressed guests at the dinner.

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Also to also raise funds for the National Cancer Research Fund, several limited edition or specially handcrafted items were auctioned off, such as a specially handcrafted Leica camera in turquoise blue leather finishing just for MFW Singapore 2012; an exquisitely handcrafted and finished Poseidon watch, a three-piece Aston Martin luggage and three limited edition MCM back packs.

The closing party was kick-started by local singer/songwriter Eli T, local B-boy group, Freeky Nutz and Thai singer, Bie KPN! Following their energetic performances showcasing synchronized dance moves, DJ Andrew T then took over the reins to spin at the DJ console which got the fashion crowd on their feet and dancing to party the night away, ending MFW Singapore 2012 on a tremendously successful and high note.

For more information on MFW Singapore 2012 and future dates, you can visit www.fideproductions.com/mfwasia or on its Facebook Fan page – facebook.com/mfwasia.

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About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

ABOUT MEN'S FASHION WEEK SINGAPORE (MFW)

Making its debut in 2011, Men's Fashion Week Singapore (MFW) is organized and produced by Fide Productions Pte Ltd. With the aims to be a showcase of top international, regional and local labels and designers, MFW has instantly made history for Singapore in the world of fashion, by being the 3rd country in the world behind Paris and Milan, and the 1st in Asia to have a fashion week dedicated to men's fashion. Attended by over 30,000 visitors, the inaugural event was broadcasted through 31 satellites to over 160 million people in 193 countries. www.fideproductions.com/mfwasia

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