



THE SHOPPES AT
MARINA BAY  SINGAPORE



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PRESS RELEASE

For Immediate Release

THE SHOPPES AT MARINA BAY SANDS HOSTS THE 2ND WOMEN'S FASHION WEEK 2012 SINGAPORE & HAUTE COUTURE WEEK 2012 SINGAPORE

*Expect A Spectacular Fashion Showcase by International Prêt-À-Porter Labels
And the Best of Haute Couture From Paris at the Highly-Anticipated
Fashion Event Of The Year*

Singapore, 5 October 2012 – Come November, witness the best of the fashion world as Women's Fashion Week Singapore returns to The Shoppes at Marina Bay Sands for the second year running. Held at the Rain Oculus, Marina Bay Sands, this highly anticipated fashion event will feature the latest *prêt-à-porter* collection from international labels and exquisite Haute Couture pieces from Parisian Couturiers.

Proudly organised by Fide Fashion Weeks and title sponsor, The Shoppes at Marina Bay Sands, **Women's Fashion Week 2012 Singapore** will take place from 23 to 25 November, followed by **Haute Couture Week 2012 Singapore** from 29 November to 2 December.

Asian Couturiers will also be in the spotlight just one night prior to the Haute Couture Week 2012 Singapore. The 28 November **Japanese Couture Showcase** is dedicated to celebrate three of Japan's most respected designers.

Held inside a custom-built 1,700 square meters marquee, this event will see top designers, ambassadors, celebrities, opinion leaders and distinguished guests from around the world gather at Marina Bay Sands in celebration of world-class fashion. With an expected 6,000 attendees over the eight days, this year's event is set to mark another milestone in the international fashion scene.

Mr. Mark Juliano, Senior Vice President of Marketing, Marina Bay Sands, said, "As title sponsors, The Shoppes at Marina Bay Sands is honored to present Women's Fashion Week 2012 Singapore and Haute Couture Week 2012 Singapore. We take great pride in showcasing the best in the world of women's fashion."

"Following the successes of our previous fashion weeks, we have established our role and put Singapore on the global fashion map. We look forward to collaborating with our partner, Fide Fashion Weeks, to present an even more unforgettable fashion experience this year."

As a prelude to this spectacular fashion week, The Shoppes will be presenting its third **VIP Fashion Night** on 5 October, from 6pm – 11pm. For one-night only, shoppers will be treated to champagne at pop-up bars set up throughout the 800,000 square feet mall, roving fashion shows, live jazz and photo booth fun with any purchase made at The Shoppes. Over 75 stores will be offering exclusive discounts of up to 70 percent.



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Thirty models will also parade the season's latest fashion apparels and accessories in roving fashion shows on the Bay Level of The Shoppes, where they reveal the hottest beauty and hair tricks from the top hair and make-up salons at The Shoppes at Marina Bay Sands. Participating brands include Armani Exchange, Banana Republic, French Connection, Oroton and Shanghai Tang to name a few.

WOMEN'S FASHION WEEK 2012 SINGAPORE

23 – 25 November 2012

The three-day Women's Fashion Week 2012 Singapore will unveil this season's latest ready-to-wear fashion from international labels who will showcase their Fall/Winter 2012/13 collections. These shows aim to keep shoppers up-to-date with the season's hottest looks and coolest trends.

HAUTE COUTURE WEEK 2012 SINGAPORE

29 November –2 December 2012

The four-day showcase of the highest form of fashion, that is Haute Couture, will be most exhilarating and spell-binding. Continuing last year's debut showcase of Parisian Haute Couture as a collective in Singapore, this year's Haute Couture Week 2012 Singapore will impress with a stunning display of boundless creativity and imagination.

Frank Cintamani, Women's Fashion Week and Haute Couture Week 2012 Singapore's Chairman and Founder of Fide Fashion Weeks, said, "Last year, Singapore made history by being the first country outside of Paris to showcase eight designers who were either Haute Couturiers or invited members of the Chambre Syndicale de la Haute Couture. The focus was on the heritage and craftsmanship that are inherent to Haute Couture. This year, Haute Couture Week aims to push the creative boundaries of the highest form of fashion to focus on the future of Haute Couture with several storied Haute Couturiers from Paris, who are names to look out for, joining the three returning ones."

"Their designs will challenge the status quo and norms of what are traditionally acknowledged as 'acceptable'. They aim to challenge themselves and add a new dimension to the scene with their statement-making collections. They break perceptions and convention by using radical, unusual or even old and antique materials within their collections and thus presenting the evolution and future of Haute Couture. This will be a distinct and unique edition that Singapore will be presenting," added Frank.

Out of eight to showcase, the three returning Parisian Couturiers who wowed the Singapore audience at the inaugural event last year are Christophe Josse, Gustavo Lins and Alexis Mabille.

Prominent fashion figures, including Mr. Didier Grumbach, President of the Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode and Dr. Satoshi Onuma, President of Bunka Fashion College, Japan, are expected to attend Haute Couture Week 2012 Singapore.

Reflecting on the forthcoming Haute Couture Week in Singapore, Mr. Didier Grumbach commented that, "In a period when mass production is the rule and uniformism a trend, it is refreshing to observe that Haute Couture Week in Singapore promotes individuality and savoir faire. Associating French couture with Singapore in these circumstances is an exciting experience."



"When last October Singapore Fashion Week organised the Haute Couture event, it seemed to many an awkward endeavour. Since then, several very talented new Couturiers have showed in Paris; all of them with success. The second place where they will perform is Singapore. It is the beginning of a long-term relationship," added Mr. Grumbach.

Making their debut at Haute Couture Week 2012 Singapore are Haute Couturiers Bouchra Jarrar, Julien Fournié, Maurizio Galante, On Aura Tout Vu and Yiqing Yin. Julien Fournié and On Aura Tout Vu will present six pieces each at Haute Couture Week 2012 Singapore first press conference.

"I am really thrilled to be working with these new-generation Haute Couturiers, as they not only represent the crème de la crème of the fashion industry, they are also carrying on the tradition of dressmaking, craftsmanship and attention to detail with their bold new ways of interpreting Couture for the future," enthused Daniel Boey, Haute Couture Week 2012 Singapore's Creative Director.

In addition to the Fall/Winter 2013 pieces shown at Paris Couture Week in July, all participating Haute Couturiers will retweak their show presentation or specially make new pieces for the Singapore show to give audiences here a fresh perspective. All the Haute Couturiers will also be in Singapore to take their curtain bow after their show.

Adding to the already-exciting mix of Parisian Couturiers, Asian Couturiers will present a **Japanese Couture Showcase** on 28 November. Featuring three of Japan's most respected designers – Junko Shimada, Somarta and Yumi Katsura, this showcase is a testament to the event's commitment to provide an invaluable platform to Asian designers, where they can showcase and gain wider exposure for their creations beyond their domestic shores.

Fashion and Art Installations

In conjunction with the Haute Couture fashion presentations, installations depicting the Universe of Julien Fournié and On Aura Tout Vu will also be displayed on VIP Fashion Night at The Shoppes at Marina Bay Sands to reinforce the designers' ingenuity. Julien Fournié will express his vision in the digital world using the symbol of an animation model, while On Aura Tout Vu will tell their story through their Universe of unconventional tastes - too much of anything is still good and crazy.

More show information and updates on Women's Fashion Week 2012 Singapore and Haute Couture Week 2012 Singapore can be found on <http://www.fidefashionweeks.com/?property=wfw> and <http://www.fidefashionweeks.com/?property=hc> and its Facebook Fan page – facebook.com/fidefashionweeks.

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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

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