

# The Straits Times Urban (5 pages)

2 April 2010

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Cover Page



2 Apr - 9 May 2010

Get ready for the ultimate fashion glam slam from 2 April to 9 May as we bring you Singapore's very first Fashion Season @ Orchard. It's time to shop and party in great style!

# THE ACTION'S RIGHT HERE FOR FASHIONABLE WEEKS!

## PARTY PEOPLE UNITE!

**Fashion Parties**  
 • 2 April  
 • 3pm onwards  
 What better way to declare open season than a high-octane bash along Orchard Road? Hop from mall to mall and party with top models, designers and all the beautiful people in the industry. Hit the streets and be wowed by energetic hip-hop dancers, performances, fashionistas and more. You're in for front-row excitement on Fashion's biggest night as we launch Fashion Season at Orchard in spectacular style. Be part of the celebrations and you'll also do your bit for charity.

Drinks and live music, complimentary and specially priced, are available. Donations and a portion of selected purchases will go to The Straits Times Charitable Trust. • Mall Name: Mandarin Gallery - Orchard Central - Paragon - SING S Orchard - The Centrepoint - Easting - In-store photos and promotions available. Log on to [www.fashionweek.com](http://www.fashionweek.com) for more details on the party schedule.

## BE A STYLE STAR

**F50 Fashion Styling Workshops @ The Centrepoint!**  
 • \$60 per person per session  
 • \$50 when you charge to your MasterCard®  
 • 16 to 25 April 2010 • 11am to 10pm daily  
 • Register at [www.fashionweek.com](http://www.fashionweek.com) or call 63191969  
 Summer your inner diva with the expert help of our personal stylists in our exclusive fashion workshops. Places are limited, so sign up fast. The exclusive 5 1/2 hour workshops with a fashion styling session, a makeover by Bobbi Brown, hairstyling by hair colorist Capelli A&C, a hair trend plus a career professional photo shoot where you'll have a magazine picture - all part of the total value worth \$100!

## SNAP THESE AWARDS

**Canon F50 Fashion Photography Challenge**  
 • 2 April to 20 April  
 • Register at [www.f50orchard.com](http://www.f50orchard.com)  
 Calling all avid fashion photographers! \$7,442 worth of Canon cameras await the top-shooters in the season's first fashion photography award of the year event.

**1st Prize** - Canon EOS 700D KIT WITH EF-S 18-135IS worth \$3,249  
**2nd Prize** - Canon EOS 550D KIT WITH EF-S 18-135IS worth \$1,799  
**3rd Prize** - Canon EOS 1000D KIT WITH EF-S 18-55IS worth \$899  
**3 Most Prizes** - Canon POWERSHOT A1000S worth \$299 each  
 (and all the other opening settings contest) when a Canon Powershot S90 worth \$249, a Canon Digital ELPS 100 camera worth \$149 and 10 accessories worth \$137 (shipping members use up the grant)



Brought to you by <b>Orchard Road</b> <small>Business and Retail Development</small>	In conjunction with <b>ASIA FASHION EXCHANGE</b>	Official Card <b>MasterCard</b>	Co-organized by <b>sph</b>
Official Digital Imaging Partner <b>Canon</b>	Official Hair Product <b>REDKEN</b>	Official Hair Salon <b>Acne</b> <b>Capelli A&amp;C</b>	Official Makeup <b>BOBBI BROWN</b>

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## FIRST ON THE STREETS

**Canon Focus On Fashion Exhibition**  
 • 2 April to 9 May  
 Inspired at the photographic artistry of Chang Ingma, as we showcase 50 of her best in Singapore's first large scale fashion photography street exhibition.  
(Display of outdoor along 11th Avenue from The Shopping Mall, 201 Orchard, Mandarin Gallery, Suntec City, Orchard Central, The Centrepoint, The Forum, Wheelock Place & Wisma Atria)



# Fashion Season @ Orchard

ORCHARD ROAD A GREAT STREET  
 2 Apr - 9 May 2010  
 MasterCard THE OFFICIAL CARD

## CATCH THE FEMALE & NUYOU CATWALK COLLECTION & ANNUAL ORCHARD STREET RUNWAY SHOWS

10 April, 7-10pm at the Paragon with 125 models and 10 fashion labels in a spectacular multi-brand runway show.

## VOTE FOR YOUR FAVOURITE F50 ASIAN MODEL

You stand to win \$1,000 shopping voucher!  
**SMS to 33833 in this format:**  
 F50AM <space> MODEL NUMBER <space> NIK <space> Full Name <space> Email  
 Your entry should look like this:  
 F50AM AM158474348 BRUCE LEE brucelee@sph.com.sg  
 Voting closes on 12 April 2010.

Just SMS and 100.00. Participants below the age of 18 must have parental consent. This contest is open to all Singapore Citizens and Permanent Residents who are past their majority date. Terms and conditions apply.

**2 Fortnightly Draws:**  
 Draw 1: 2 to 11 April - Draw 2: 12 to 23 April  
**Top Prize:** Canon Powershot S90 worth \$249  
 5 consolation prizes of \$50 Shopping Vouchers each  
**SMS to 33833 in ONE of the following formats to participate:**  
 If you paid with MasterCard  
 F50 <space> Date of Purchase EMMYYYY <space> Amount Spent <space> NIK <space> Full Name <space> First 6 digits of MasterCard used <space> NIK <space> Full Name <space> Email  
 If you did not pay with MasterCard  
 Simply enter the 6-digit MasterCard number in the above format  
(Just SMS with 100.00. Participants below the age of 18 must have parental consent.)

## \$60,000 WORTH OF SHOPPING VOUCHERS UP FOR GRABS

Every week for 5 weeks\*, exclusively for MasterCard cardholders  
 • Charge a minimum \$500 at a participating mall\* and be among the first 100 every week to receive a \$10 shopping voucher each from these malls:  
 11@sumerset, Forum The Shopping Mall, Orchard Central, Paragon, Plaza Singapura, TANGS Orchard, The Centrepoint, The Forum & Wisma Atria.  
 • Charge a minimum of \$1,000 in Mandarin Gallery and be among the first 10 every week to receive a \$10 Mandarin Gallery shopping voucher each.  
 • Week 1: 2 Apr 2010 - 2 Apr 2010 (2010) Week 2: 9 Apr 2010 - 16 Apr 2010 (2010) Week 3: 23 Apr 2010 - 30 Apr 2010 (2010) Week 4: 7 May 2010 - 14 May 2010 (2010) Week 5: 21 May 2010 - 28 May 2010 (2010). Redeem at the respective mall's customer service counter. Maximum of 1 voucher per draw day. Charge only of \$2.00 and above to add the daily voucher redemption.\*

Participating Malls:  
 313, 313@Suntec, ION, Mandarin Gallery, 1000Raffles, PARAGON, Plaza Singapura, TANGS, Centrepoint, H TRAIN, 1000Raffles

Participating Labels:  
 AIGNER, A1111111111, ETRO, Island Shop, INCUCIP, LeCorbuse, BORDA, TM Jewin, 1000Raffles

Official Media:  
 Diva, female, NUYOU, rednana, SPH Media & Office, 1000Raffles TV, 1000Raffles LUBAN

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ORCHARD ROAD A GREAT STREET  
**Fashion Season @ Orchard**  
 2 Apr - 9 May 2010  
 MasterCard THE OFFICIAL CARD

# The Season's Best Picks at Orchard

There's no better time to indulge your passion for all things fashionably bright and beautiful. Enjoy these special perks and privileges when you charge to your **MasterCard®** during Fashion Season @ Orchard. Ready, set, shop!

**maxstudio.com**  
 + 10% off regular priced items  
 Sutan Courts #02-00  
 Paragon #02-36  
 2 Apr - 9 Apr 2010

**Topshop**  
 + 10% off regular priced items  
 ION Orchard #02-01  
 Sutan Orchard Level 2  
 2 Apr - 9 Apr 2010

**T.M. Lewin**  
 + Receive a \$50 voucher with min \$300 net spend  
 ION Orchard #01-20  
 Orchard Central #01-00A  
 2 Apr - 18 Apr 2010

**Topman**  
 + 10% off regular priced items  
 ION Orchard #01-02  
 Sutan Orchard Level 2  
 2 Apr - 9 Apr 2010

# Best Picks at Orchard

**Lee Hwa Jewellery**  
 + S&K Lee Hwa Jewellery vouchers with any purchase  
 Plaza Singapura #01-05  
 2 Apr - 9 May 2010

**Levi's® Lady's**  
 + 10% off regular priced items  
 313 Somerset #01-21  
 Wisma Atria #01-27  
 2 Apr - 18 April 2010

**Dorothy Perkins**  
 + 10% off regular priced items  
 Plaza Singapura #01-28  
 Wisma Atria #01-27  
 2 Apr - 9 Apr 2010

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# Fashion Season @ Orchard

2 Apr - 9 May 2010

**Fave Prestige**  
 + Mani-Pedi + 2 Free Nail Art at \$68.00 (UP \$95)  
 + Acrylic Gel Nail Extensions + 2 Free Nail Art at \$88.00 (UP \$110)  
 + Enrich treatments with free eye-mask treatment at \$68.00 (UP \$100)  
 The Centropoint #01-03  
 2 Apr - 9 May 2010

**Kiehl's since 1851**  
 + NEW Kiehl's Dermatologist Solutions Ultra Light Daily UV Defense SPF20 (tinted) + SkinCeuticals White Activator Whitening Moisturizer (30ml) and Surface Engineering Exfoliator (30ml) at \$68 (UP \$110) limited to the first 200 cardholders  
 Plaza Singapura #01-29  
 2 Apr - 9 May 2010

**Levi's®**  
 + 10% off regular priced items  
 313 Somerset #02-35/36  
 ION Orchard #02-24  
 Lucky Plaza #01-16  
 New Sun City #01-30  
 Orchard Central #01-08  
 Plaza Singapura #01-36/37/38  
 2 Apr - 18 Apr 2010

**Aigner**  
 + 10% off regular priced items  
 Paragon #01-07  
 2 Apr - 18 Apr 2010

**Ben Sherman**  
 + 10% off regular priced items  
 Paragon #01-08  
 2 Apr - 9 Apr 2010

**Giuseppe Zanotti Design**  
 + 10% off regular priced items  
 ION Orchard #01-04  
 Plaza Renaissance #01-09  
 2 Apr - 18 Apr 2010

**Aigner**  
 + 10% off regular priced items  
 Paragon #01-07  
 2 Apr - 18 Apr 2010

**Aigner**  
 + 10% off regular priced items  
 Paragon #01-07  
 2 Apr - 18 Apr 2010

**Fashion Season @ Orchard**  
 2 Apr - 9 May 2010  
 MasterCard

# VOTE & WIN

## \$6,000 SHOPPING VOUCHERS!

Vote for your Favourite Fashion Window Display

SMS codes of participating stores / window displays: Banana Republic (BR) - Ben Sherman (BS) - Beverly Hobbies (BH) - C2000 (C2) - Gap (GP) - Giverny (GV) - Lewis (L) - Miss Selfridge (MS) - BAOBE (BL) - TANGS Orchard (TO) - Topshop (TS) - Topman (TM) - Warehouse (WH)

SMS 33833 in this format: F\$0ND<space>SMS Code of shop or window display <space>NRIC<space>FULL NAME<space>EMAIL  
 Your vote should look like this:  
 F\$0ND TS 5123456789 Rajada Tan Goh Cheo anggattan@ngl.com.sg  
 Closing date is midnight, 9 May 2010.

ONE top prize winner will receive \$1,000 worth of shopping vouchers and 100 consolation prize winners will each receive \$50 worth. Each SMS costs 20c. Participants below the age of 18 must seek parental consent. This contest is open to all Singapore Citizens and Permanent Residents who are post-paid mobile users. Terms and conditions apply. Check out [www.fashionard.com](http://www.fashionard.com) for more details.

**Terms & Conditions apply:** Offers are valid only at stipulated merchants / locations and are exclusive to MasterCard cardholders who charge the purchase to their cards during the stated dates of offer, and while stocks last. Offers are not valid with any other discounts, promotions, gift cards, vouchers or in-store / loyalty programmes. Offers may be prioritised at the discretion of the respective stores without prior notice. Final price / bill may be subject to rounding off and other charges where applicable. Refer to individual merchants for specific terms and conditions. Check out [www.fashionard.com](http://www.fashionard.com) for more details.

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