

Female and Her World Magazines (Pre-Publicity Advertorials in March 2010)

Fashion Season @ Orchard
ORCHARD ROAD A GREAT STREET
2 APR - 9 MAY 2010

THE SINGAPORE FASHION EVENT OF THE YEAR

FASHION STYLING WORKSHOPS FOR ALL
Sign up online for fantastic workshops at www.orchard.com. A professional stylist will offer tips on how to pick the latest apparel and accessories. Plus, you'll get a complete makeover, complete with hairstyling and a Canon professional photo shoot, and take home a beautiful picture as a keepsake. Limited places are available.

CATCH THE FEMALE & NYOUU CATWALK COLLECTION SHOW AT THE ORCHARD OUTDOOR RUNWAY AND VOTE FOR YOUR FAVOURITE FSO ASIAN MODEL (10 APRIL 2010)
This annual multi-label high fashion catwalk show features more than 60 models on a long runway that goes from indoors to outdoors. The show will have top models presenting the latest designs from international labels, plus musical performances.

You can also vote for your favourite FSO Asian Model and stand to win \$1,000 worth of shopping vouchers, the latest fashion accessory - the Canon i1xx camera, as well as other fabulous prizes. Log on to www.orchard.com and check out all the interviews with the models to get to know them better before you vote. Closing date: April 12, 2010.

F50 SHOP & DINE PROMOTIONS (APRIL 2-MAY 9, 2010)
Enjoy fantastic promotions by various participating malls, retailers, hotels and F&B establishments along Orchard Road. MasterCard® cardholders get extra privileges. There are also great offers for tourists. Plus spend \$50 to enter the F50 lucky draw to win shopping vouchers and prizes worth up to \$150,000. Or spend at least \$200 to instantly redeem shopping vouchers. Terms and conditions apply.

FASHION PARTY NIGHT (APRIL 2, 2010) & FASHION PHOTOGRAPHY STREET EXHIBITION (APRIL 2-MAY 9, 2010)
Fashion Season @ Orchard (FSO) will be officially launched with a bang on April 2 with Fashion Party Night. Shoppers can hop from mall to mall and party with celebrities, fashionistas, top models and the who's who of the fashion industry. Along the way, enjoy the lively street entertainment with live pop dance and percussion performances, and view the F50 fashion photography street exhibition with 50 works on display.

Log on to www.orchard.com for more details.

Brought to you by **Orchard Road** In conjunction with **ASIA FASHION EXCHANGE** Official Card **MasterCard** Co-organised by **sph** Official Covers **Canon**

Official Media **female** **NYOUU** **SPH Media & Office** **SPONSOR** **RSZORNTV** **STAYTINSIDE** **URBAN** **Direct** **rednana**

- Female – Singapore, Malaysia & Indonesia
- Her World – Thailand & Vietnam

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

Nuyou Magazine (Pre-Publicity Advertorials in March 2010)

- Singapore & Malaysia



Fashion Season @ Orchard
2 Apr - 9 May 2010

THE SINGAPORE FASHION EVENT OF THE YEAR

时尚造型工作坊
参与时尚造型讲座，学习如何以各种最新服饰和配件，打造自我风格。此外，彩妆专人还会为你设计全新彩妆造型，外加专人提供美发造型和摄影，让你捕捉美丽瞬间。名额有限，请上网站 www.fsoorchard.com 预订参与日期和时间。

刚错过Female 及《女家》联办的户外时尚秀并投票选最佳FSO型别名模
4月10日是《Female》及《女家》的汇集多个品牌的秀，共有上百名模特儿在长长的伸展台上展示新装；伸展台从华丽的秀场延伸到户外；来自亚洲的当红名模将展现国际设计师品牌的最新作品。亚洲各地的朋友可以投票选出他们心目中的FSO最火名模，并有机会赢取价值1千新元的购物礼券、Canon ius摄像机，以及其它诱人的奖品。你可上网站 www.razor.tv 观赏模特访谈，先对模特儿有所认识，才投出你的票选。
截止日期：2010年4月12日。

时尚派对夜与街头时尚摄影展
4月2日举行的时尚派对夜Fashion Party Night，将拉开乌节时尚节Fashion Season @ Orchard(简称FSO)的序幕。你可以从一个商场“赶场”到另一商场，跟名流贵人、时尚达人、顶级模特儿，以及时尚圈名人共同欢庆。你也可以到街上转悠，沉浸节庆的愉悦气氛，欣赏首个街头时尚摄影展的50件作品，或观赏嘻哈舞蹈和敲击乐表演等活力四射的街头表演。
请浏览网站 www.orchardroad.sg 或 www.fsoorchard.com 获取更多资讯。

购物与餐饮假期(2010年4月2日至5月9日)
你将可享受多个商场、零售商、酒店、餐饮店提供的促销优惠。万事达卡(MasterCard®)会员还有额外优惠。游客也将获得一些特别优惠。此外，消费达\$50将可参与FSO幸运抽奖，奖品包括购物券和一辆车。或消费至少\$200，换取购物券。详情请参阅FSO网站并了解附带条件。

Brought to you by **Orchard Road**
In conjunction with **ASIA FASHION EXCHANGE**
Official Card **MasterCard**
Co-organised by **SPH**
Official Camera **Canon**

Official Media **female** **NUYOU** **SPH Media & Office** **THE STRAITS TIMES** **URBAN** **Driva** **rednano**



Fashion Season @ Orchard
2 Apr - 9 May 2010
THE OFFICIAL CARD

Overseas Magazines (April 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!

Fashion Season @ Orchard
2 Apr - 9 May 2010

CATCH THE FEMALE & NUYOU CATWALK COLLECTION & ANNUAL ORCHARD STREET RUNWAY SHOWS
10 April - 10pm at the Paragon with 125 models and 10 fashion labels in a spectacular multi-label runway show.

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, percussionists, fashionistas and more. You're in for hours of excitement on fashion's biggest night as we launch Fashion Season @ Orchard in spectacular style. Be part of the celebrations and you'll also do your bit for charity.

BE A STYLE STAR
FSO 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.fsorchard.com or call 63191969
Summon your inner diva with the expert help of our personal stylists in our exclusive fashion workshops. Places are limited, so sign up fast.
• Inclusion of a 2-hour workshop with a fashion styling course, a makeover by Bekki Brown, hairstyling by hair salon Caprice Loft, a hair and make-up session, professional photo shoot where you'll take home a digital picture as part of the total value worth \$100!

DRIVE OFF IN STYLE
Simply spend a minimum of \$50 at any participating mall to qualify for our FSO Shop & Drive Grand Draw and fortuitously draw to win a car, a Canon PowerShot S90 worth \$5749 or \$500 Shopping Vouchers. If you charge to your MasterCard, you get 3 times the chances of winning in our lucky draw!

FIRST ON THE STREETS
Canon Focus On Fashion Exhibition
• 2 April to 9 May
Marvel at the photographic artistry of Zhang Jingta, as we showcase 50 of her best in Singapore's first large scale fashion photography street exhibition.
Display at walkways along 33@Somerset, Forum The Shopping Mall, MW Orchard, Mandarin Gallery, Agave Arts City, Orchard Central, The Centrepoint, The Iconix, Orchard Place & Horizon Atrium.

\$60,000 WORTH OF SHOPPING VOUCHERS UP FOR GRABS
Every week for 5 weeks*, exclusively for MasterCard cardholders
• Charge a minimum \$200 at a participating mall* and be among the first 120 every week to receive a \$10 shopping voucher each from these malls: 31@Somerset, Forum The Shopping Mall, Orchard Central, Paragon, Plaza Singapura, TANGS Orchard, The Centrepoint, The Iconix & Winma Atrium.
• Charge a minimum of \$1,000 in Mandarin Gallery and be among the first 50 every week to receive a \$50 Mandarin Gallery shopping voucher each.

*From 2-9 April 2010 - 4 Apr (Thu) 2010, Week 2: 9 Apr (Fri) - 12 Apr (Thu) 2010, Week 3: 16 Apr (Mon) - 22 Apr (Thu) 2010, Week 4: 23 Apr (Fri) - 29 Apr (Thu) 2010, Week 5: 30 Apr (Fri) - 6 May (Thu) 2010. Excludes all the respective mall's customer service/ reception. Minimum of 3 same-day charge slips. Charge slip of \$1,000 and above is valid for only one redemption. Terms & conditions apply.
*From 2 conditions apply for all purchases. Log on to www.orchard.com for more details.

- Female – Malaysia & Indonesia
- Her World – Thailand & Vietnam

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

Female Magazine (Post- publicity advertorial in July 2010)

style spy

Clothes encounters

We're still recovering from the six weeks of fashion celebrations that took over Orchard Road for Fashion Season @ Orchard 2010 in April and May. Here, the key highlights:

There were so many fashion-related activities that one could hardly wear a corset without being an exhibition, participant or shopping aficionado. The Orchard Road Fashion Association (ORFA), in partnership with Singapore Press Holdings (SPH) and official card MasterCard, in conjunction with Asia Fashion Exchange, organized a weekend extravaganza that took place from April 9 to May 9, involving over 100 retail stores and 10 shopping malls along Orchard Road. The key thing? The idea's been so far too much to be part of it.

The fashion event kicked off the P&G Asian Market Contest - a competition in Real Asia's new apparel line from 10 fashion labels by industry experts, including brand creative editor Joannee Egan. They were introduced to one park on the first day of P&G with a contest reveal show at Mustafa Centre and on popular with TV channel Starz. Some RealTV's On April 16, they walked for the annual Real & Asian Channel Collections at Promenades with Fashion models. They all were on the 10 labels - Agnes, Akbarian, Argentea by Vivienne Westwood, Bora, Island Style, Lovell, Lee Chikwen, New Look, Sany by Steve Nyka, and T.M. Lewis. Some fashion models and models over 1000 people caught a glimpse of the show, visitors and along Orchard Road.

Real Asia's big one was one of those who rubbed down for the show. "It's all the product comes by from real Asia every year" she said.

The winner of the contest was one Li Hong, an 89-year-old from China. The 1.1m model was chosen by the public and announced that she'll be 100th birthday. Real Asia's competition has helped to get recognition on ratings."

It's all very well to get recognition from a small show, but how does that translate into real life? The P&G Fashion Buying Workshop, held at The Conservancy from April 16 to 19, provided to help fashion buyer to have a better eye on buying fashion merchandise online to participants, who attended a panel talk with industry executives and a professional fashion buying workshop.

All MasterCard, real Asia's regional team at 10 Orchard Road, such as throughout the six weeks, when they changed their partners to their MasterCard cards. These included shopping, movies with various special events that 100 people shopping and prizes, and also chance of winning a Prada 500 or a Chanel camera.

By part of P&G 2010 by registering on www.orchard.com.

style spy

MAKE-UP

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- Singapore

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Orchard Road Fashion Association (ORFA) partners: Canon, REIKEN, MasterCard, SPH, 333, H&M, I&M, J&P, PARAGON, YOUNG, GINNY, etc.

ORCHARD ROAD A GREAT STREET

Fashion Season @ Orchard

2 Apr - 9 May 2010

THE OFFICIAL CARD

Nuyou Magazine (Post- publicity advertorial in July 2010)



- Singapore

