

SAMSUNG
FASHION
STEPS
OUT
2016
@ORCHARD



ORCHARD FASHION RUNWAY
singapore's longest runway on orchard road

LOCAL & REGIONAL PERSONALITIES
@ the orchard fashion runway

8 SPECTACULAR LABELS
spring/summer 2016 collection

FRINGE ACTIVITIES
much to do & see

SPEND & REDEEM WITH MASTERCARD
shop, dine & win draw



SAMSUNG FASHION STEPS OUT 2016 @ORCHARD

25 MAR –
08 MAY



Style takes the lead with Samsung Fashion Steps Out 2016
@ Orchard, featuring Spring/Summer 2016's latest trends
and this season's hottest rewards!

Visit www.orchardroad.org/fso for more information.



A signature event of ORCHARD ROAD BUSINESS ASSOCIATION

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS

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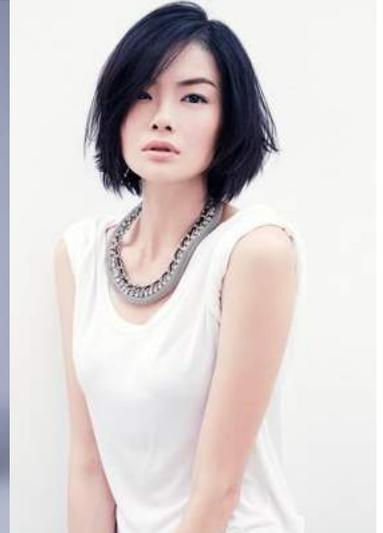
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SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS



THE COUNTDOWN TO THE MOST ANTICIPATED FASHION FESTIVAL ON ORCHARD

*Regional and local personalities, fringe activities,
and Singapore's longest fashion catwalk on Orchard Road comes alive*

Singapore, 10 March 2016 - Get ready for one of Singapore's largest fashion festival in two weeks' time, as Samsung Fashion Steps Out @ Orchard 2016 [FSO 2016] returns for a six-week extravaganza from 25 March - 8 May 2016.

Organised by Orchard Road Business Association [ORBA], FSO 2016 is presented by Samsung, the festival's Official Technology Partner.

In conjunction with FSO 2016, Samsung is also launching its latest Samsung Galaxy S7 4G+ and S7 edge 4G+. Samsung Fashion Steps Out @ Orchard 2016 is supported by Singapore Tourism Board [STB], with MasterCard as the Official Card.

This year's edition promises to wow visitors to Orchard Road with much to do, see and shop. A string of lifestyle activities from events, a signature runway show, fashion installations and exclusive MasterCard® shopping promotions have been planned for the annual festival, as Orchard Road's famous shopping belt celebrates the Spring/Summer fashion season with local and international brands.

STAR-STUDED ORCHARD FASHION RUNWAY

On March 26 - and for the first time, an entourage of more than a dozen personalities, influencers and artistes from Singapore and around the region will join the Orchard Fashion Runway. They include JJ Lin [Singapore]; VJ Daniel [Indonesia]; Min Chen [Malaysia]; Lauren Uy [Philippines]; Aisyah Aziz [Singapore], Sheila Sim [Singapore], Hayley Woo [Singapore], and more.

Adding to the style factor are eight labels to look out for - FOX Kids & Baby; MASH-UP; PHANTACi; Raffles Privato; RÉVASSEUR; Sean & Sheila; Thomas Wee; and UNIQLO Lifewear. PHANTACi, a label by Asian pop icon Jay Chou, makes its debut at the Orchard Fashion Runway while Raffles Privato, Thomas Wee and UNIQLO Lifewear participate for the first time.

The biggest outdoor fashion show, curated by Singapore's fashion doyen Daniel Boey, is the curtain raiser for Samsung Fashion Steps Out @ Orchard 2016. Like the previous FSO editions, the stretch between Scotts Road and Bideford Road will be closed to vehicular traffic and transformed into Singapore's longest fashion runway.

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS

The runway features a wide range of fashion styles from a collection of well-known labels. Set to be a captivating and an elaborate runway show, it features over 130 models and performers on Orchard Road bringing a myriad of fashion styles and trends to life through various contingents. For the first time, revellers will also be invited to party the night away after the runway show with ZOUK Singapore's very own resident deejay, DJ Hong, in this outdoor after-party on Orchard Road.

"This year, Orchard Road Business Association [ORBA] has curated a collection of some of the most exciting labels and rising stars from the Spring/Summer 2016 season for Samsung Fashion Steps Out @Orchard 2016. For the first time, we will be joined by regional personalities in addition to celebrities and artistes from Asia and Singapore who will grace the highly anticipated Orchard Fashion Runway.

"This fashion festival captures the essence of Orchard Road, where street style meets high - end luxury. Our famous shopping belt is home to a stellar presentation of marquee local and international brands, and Asian flagship stores, cementing it as the fashion centre of Asia, drawing millions of local and international shoppers annually. This is testament to the continuing allure of Orchard Road, and an affirmation of our commitment to delivering a refreshing shopping experience for every visitor on this Great Street," said Mr Mark Shaw, Chairman of ORBA.

Samsung re-joins FSO 2016 as Official Technology Partner, and launches its latest Samsung Galaxy S7 4G+ and S7 edge 4G+ in tandem with the fashion event of the year.

"Samsung is honoured to be collaborating again with Orchard Road Business Association for this annual milestone that celebrates the best of the fashion industry in Singapore. Similar to how the designers have leapt beyond limits for their runway designs, Samsung is also pushing the frontier of what's possible and we invite consumers to join us in rethinking what the Samsung Galaxy S7 4G+ and S7 edge 4G+ can do," said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.

"This fashion festival captures the essence of Orchard Road, where street style meets high - end luxury. Our famous shopping belt is home to a stellar presentation of marquee local and international brands, and Asian flagship stores, cementing it as the fashion centre of Asia, drawing millions of local and international shoppers annually." ~ Mr Mark Shaw, Chairman of ORBA.

As with every FSO edition, MasterCard® is the Official Card of this largest-scale fashion festival on Orchard Road.

"We know from the MasterCard survey of Consumer Purchasing Priorities that 77 percent of Singapore consumers buy luxury goods with their credit cards, and recognise that many of our cardholders are passionate about fashion. The exclusive privileges and rewards that our cardholders will enjoy at FSO 2016, along with the vibrant line-up of activities planned will give them more reason to shop along Orchard Road this season," said Ms Deborah Heng, Group Head & General Manager, MasterCard Singapore.

Singapore Tourism Board continues to be a supportive partner of FSO 2016.

"We are happy to support Orchard Road Business Association's efforts in growing their Fashion Steps Out event. With even more fringe activities and experiences this year, the signature event will further entrench Orchard Road as the premier shopping and lifestyle district not just in Singapore, but also in the region," said Ms Serene Tan, Director of Lifestyle Precincts Development, Singapore Tourism Board.

With the growing number of Chinese visitors in Singapore, ORBA launches newly activated WeChat account to further engage the visitors, especially Greater China, for this year's FSO. Besides looking to establish presence and increase interaction via the most popular communication platform in China, ORBA also aims to engage Chinese working in Singapore, and to increase awareness of FSO for potential Chinese tourists.

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS



FRINGE EVENTS

One of the highlights is Knit in the City [15 Apr - 8 May] at Wisma Atria, Atrium at Basement 1. Check out craftist Adeline Loo's [above] quirky vision of a fantasy knitscape, featuring a fully knitted giant backdrop, headpiece and train complete with giant needles.

Visitors can also learn how to knit like a pro during the live knitting demonstrations held over three weekends.

The other noteworthy fringe highlight is the Samsung Fashion Visionaries, to be held at 313@somerset [22 Apr - 24 Apr] and Paragon, Main Atrium L1 [28 Apr - 8 May]. At Samsung Fashion Visionaries, consumers can enjoy an immersive experience with the new Samsung Galaxy S7 4G+, S7 edge 4G+ along with Samsung Gear VR and Samsung Gear 360. Consumers will be able to experience different ways of capturing memories in 360° with the Gear 360 which allows reliving them in vivid, immersive quality via the Gear VR.

Complete your visionary journey of style with the design showcase of Harvee Kok, featured in the Opening Segment of Samsung Steps Out @ Orchard 2016.



SUPPORTING STAKEHOLDER EVENTS

Throughout FSO period, at various venues

Lifestyle and/or fashion-themed events and experiences, organised by Orchard Road stakeholders, will also be made available for the public to enjoy throughout this period.

THE LONGEST CATWALK ON ORCHARD ROAD

Get those cameras out. Fashion Steps Out @ Orchard 2016 is set to show off the latest fashion trends from around the globe, right in the heart of Orchard Road. An annual highlight on every fashion fan's to-do list, this is when the Orchard Road shopping belt celebrates the Spring/Summer fashion season, as well as exciting events and shopping promotions. The clothes and accessories shown during the fashion runway show are available at the stores in Orchard Road.





LOCAL & REGIONAL FASHION PERSONALITIES

On March 26 - and for the first time, an entourage of more than a dozen personalities, influencers and artistes from Singapore and around the region will join the Orchard Fashion Runway. They include JJ Lin [Singapore]; VJ Daniel [Indonesia]; Min Chen [Malaysia]; Laureen Uy [Philippines]; Aisyah Aziz [Singapore], Sheila Sim [Singapore], Hayley Woo [Singapore], and more.

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS



JJ LIN [SINGAPORE]

ARTISTE

JJ Lin is a Singaporean singer, songwriter, record producer and actor based in Taiwan. Arguably one of Mandopop's most popular male singers, the multi-faceted Lin has also started his own street label - SMUDGE - that reflects street style. Enjoying a strong following in youth audience in Asia, SMUDGE has several stores in China such as Shanghai, Beijing, Taipei and more.



DANIEL MANANTA
 [INDONESIA]

INFLUENCER / VJ

Sometimes known as VJ Daniel, Daniel is an Indonesian entertainer whose name emerged as the winner of the 2003 MTV Indonesia VJ Hunt. In 2007, Daniel was nominated Best Presenter in Music at the Panasonic Awards. In 2008, he clinched an award as Favourite Host at the Nickelodeon Kids' Choice Awards. Daniel also won the Panasonic Global Awards 2013 for Favourite Talent Show Presenter Category.



AISYAH AZIZ
 [SINGAPORE]

SINGER

Aisyah came into the spotlight when she became the first Singaporean to make it to the finals of Akademi Fantasia 2013, one of the most watched and talked about singing competition in Malaysia. Her 2nd single, 'Pilihan Sejati' tops the Singapore radio charts [Ria 89.7fm] for 10 weeks. She is also the sister of well-known singer and actor, Alif Aziz.



MIN CHEN
 [MALAYSIA]

INFLUENCER / ARTISTE

Min Chen became a social media sensation in 2014 when she first joined Instagram. Her popularity skyrocketed from 60,000 to 200,000 followers in just one month. Her cute looks, bubbly personality and healthy image have since won the hearts of netizens, capturing media attention. She was talent-scouted and is now based in Taiwan to further her singing and acting career.

Min released her first photo album and EP in 2015 and was ranked number 13 on FHM's "100 Sexiest Women In The World 2015"



LAUREEN UY
 [PHILIPPINES]

INFLUENCER / BLOGGER

Lauren started her blog in 2010, and it has over 4 million hits from all over the globe. "Break My Style" is now the number 1 most viewed fashion blog in the Philippines. Lauren interned for a fashion magazine at 15, which became the inspiration for her online clothing store. At 22, she made a name for herself as the number 1 fashion blogger in her country.

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS



HAYLEY WOO
 [SINGAPORE]

**INFLUENCER /
 ACTRESS**

Hayley started out as a blogger and has since amassed a strong social media following. She went on to star in several local movies and drama series, fast gaining popularity and is now a familiar face on local screens. She is best known for her starring role as a wilful daughter in local movie, *Filial Party*.



KEITH PNG
 [SINGAPORE]

FASHION STYLIST

Fashion extraordinaire to the stars, Keith is a style guru, TV show host and intrepid retail entrepreneur all rolled into one. He is best known as the humorous and witty resident style advisor on popular variety show *Lady First*.



IMAN FANDI
 [SINGAPORE]

INFLUENCER

Iman is the daughter of Singapore's star couple - former national football player Fandi Ahmad and supermodel Wendy Jacobs. She walked her first runway at The New Paper New Face 2014 contest where she clinched the Miss Fashionista and Miss Popularity awards, and is now a popular social media influencer.



**AIMEE CHENG-
 BRADSHAW**
 [SINGAPORE]

MODEL

Aimee is best known as the third place winner in the third cycle of Asia's Next Top Model, where she represented Singapore. The full-time model is regularly featured in commercials, campaigns, fashion shows, editorial and modeling events.



SHEILA SIM
 [SINGAPORE]

MODEL

Talented scouted at a tender age of 16 by a model agent, Sheila Sim has moved up the rank and now holds the title of Singapore's top model and actress. Based in Hong Kong for many years, Sheila has graced numerous magazine covers and can still be seen on international catwalk, working with numerous labels including Christian Dior, Giorgio Armani, Salvatore Ferragamo and Vera Wang. Her modeling career has brought her across the globe working in fashion cities like Tokyo, Milan, Hong Kong and Paris. She was the face of London-based Ashley Isham's global campaign.

In the recent two years, she joins the rank of Cate Blanchett, Qi Qi and Tang Wei as the latest global brand ambassador for SK-II. Sheila is the first and only Singaporean ambassador of the prestigious brand.

Samsung Fashion Steps Out @ Orchard 2016 - Main Events

The six-week fashion season encompasses a whole host of activities and shopping rewards to celebrate fashion and promote everyday-style.

SINGAPORE'S MOST ANTICIPATED FASHION FESTIVAL RETURNS

SPEND & REDEEM WITH MASTERCARD®

Fri 25 Mar – Sun 8 May 2016

Charge \$300 to your MasterCard® card at participating malls and redeem a \$30 shopping voucher*.

Terms & Conditions:

- Maximum of 5 same-day receipts from the same mall.
- Vouchers are to be issued on a while-stocks-last basis from Fri 25 Mar – Sun 8 May 2016.
- Purchase must be made with a valid MasterCard credit/debit card to qualify.
- Maximum of 5 same-day receipts from the same mall.
- Redemption is limited to ONE MasterCard cardholder per day.
- Vouchers are mall-specific.
- Exclude receipts for medical consultation, air-fares, SISTIC tickets, money changer, bill payments, cash card top-ups and purchases of shopping vouchers.
- Receipts utilised for redemption in the MasterCard programme will no longer be valid for other ongoing mall or outlet promotions.

Staff of participating malls are not entitled to this promotion.

SHOP, DINE & WIN DRAW

Fri 25 Mar – Sun 8 May 2016

Stand a chance to win shopping vouchers in the Shop, Dine & Win Draw with every S\$50 spent at participating malls*. Charge your purchases to your MasterCard® card and TRIPLE your chances of winning!

15 tourists stand to win MasterCard prepaid cards worth S\$500 or a trip back to Singapore with S\$1,000 shopping vouchers!

*All entries must be submitted via SMS. Each SMS is free-of-charge. Roaming SMS charges may apply for tourists who participate in the draw. Participants below the age of 18 must seek parental consent. Other terms & conditions apply.

Entry Period: Fri 25 Mar – Sun 8 May 2016

Closing date: Sun 8 May 2016, 11.59pm

All entries must be submitted via SMS. Each SMS is free-of-charge. Roaming SMS charges may apply for tourists who participate in the draw. Participants below the age of 18 must seek parental consent. Other terms & conditions apply, visit www.orchardroad.org/fso for more information.

* Participating malls:

1. 313@somerset
2. Forum The Shopping Mall
3. Mandarin Gallery
4. Ngee Ann City / Takashimaya Shopping Centre
5. Orchard Central
6. orchardgateway
7. Palais Renaissance
8. Paragon
9. Scotts Square
10. TANGS Orchard
11. Wisma Atria

ORCHARD FASHION RUNWAY

Sat 26 March 2016

Kicking off this must-see annual event is Singapore's biggest fashion show, Orchard Fashion Runway, held right here on this iconic street. This is the longest catwalk show you'll see, with a veritable army of stunning models sashaying in top looks from Spring/Summer 2016 collection. The clothes and accessories shown on the runway are available to buy from the stores around you in Orchard Road. Orchard Road's longest catwalk display will feature looks from these brands:

1. FOX Kids & Baby, Israel
2. MASH-UP, Singapore
3. PHANTACi, Taiwan
4. Raffles Privato, Singapore
5. RÉVASSEUR, Singapore
6. Sean & Sheila, Singapore
7. Thomas Wee, Singapore
8. UNIQLO Lifewear, Japan

KNIT IN THE CITY

Fri 15 Apr – Sat 8 May

Wisma Atria, Atrium at Basement 1

Swing into the city to see craftist Adeline Loo's vision of a fantasy knitscape, featuring a fully knitted giant backdrop, headpiece and train – complete with giant needles. Be amazed by the unique range of knitted products and accessories on display. Get knitty with it and learn how you too can knit like a pro during the live knitting demonstrations held over three weekends.

SAMSUNG FASHION VISIONARIES

Fri 22 Apr – Sun 24 Apr at 313@somerset, L1 Atrium

Fri 28 Apr – Sun 8 May at Paragon Main Atrium L1

Powered by the new Samsung Galaxy S7 4G+. S7 edge 4G+ along with Samsung Gear VR and Gear 360 immerse yourself into worlds of engaging content in the different zones. Discover the next frontier of fashion brought to you by the Raffles Design Institute Multimedia Team, exclusively designed to be experienced on the Samsung Gear VR Complete your visionary journey of style with the design showcase of Harvee Kok, featured in the Opening Segment of Samsung Steps Out @ Orchard 2016.

Please refer to the Fact Sheet for more information on the above-mentioned events and shopping promotions; or visit www.orchardroad.org/fso, www.facebook.com/fashionstepsout



Founded in 1998, Orchard Road Business Association [ORBA] is the Place Manager of Orchard Road, representing the interests and welfare of businesses operating along Orchard Road. ORBA's mission is to preserve, promote, improve, and facilitate business through events, business development, marketing and promotion.

ORBA organises high-profile events such as "Christmas on A Great Street", "Fashion Steps Out", "Rev-Up @ Orchard", and "Pedestrian Night" to attract visitors and tourists to Orchard Road. Its annual award-winning "Christmas on A Great Street" marks the start of the year-end festive season in Singapore, illuminating the city's foremost shopping and entertainment district with sparkling lights and colour.

Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation to lifestyle business along Orchard Road. There are more than 110 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels, and restaurants.

ORBA operates under the auspices of the Singapore Tourism Board with its administration entrusted to an Executive Committee [EXCO] comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mr Mark Shaw, Executive Vice-President of Shaw Organisation, as Chairman.

Visit www.orchardroad.org/fso/ and www.orchardroad.org
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The Singapore Tourism Board [STB] is a leading economic development agency in tourism, one of Singapore's key service sectors. Known for partnership, innovation and excellence, STB champions tourism, making it a key economic driver for Singapore.

We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "YourSingapore" brand.

visit www.stb.gov.sg / www.yoursingapore.com



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FSO PRESS CONTACTS

CHERYL KHONG
DIRECTOR
SAFFRON COMMUNICATIONS
☎ +65.6812.9475
☎ +65.9724.2698
© cheryl@saffron-comm.com

WEE PEI PEI
MANAGER
SAFFRON COMMUNICATIONS
☎ +65.6812.9458
☎ +65.8222.5534
© peipei@saffron-comm.com

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