



MEDIA RELEASE

For immediate release

SAMSUNG FASHION STEPS OUT 2013

28 MARCH - 12 MAY

Singapore, 28 March 2013 – A celebration of fashion's finest will soon hit Orchard Road, Singapore's best-known shopping destination, as **Samsung Fashion Steps Out (FSO) 2013** puts the spotlight on the chic and en vogue with an exciting line-up of fashion shows, pop-up stores and exclusive MasterCard® shopping promotions.

Into its fourth year, FSO 2013 is once again presented by **Orchard Road Business Association (ORBA)**, with the support of Singapore Tourism Board. This year, the precinct is clothed in floral finery as it literally puts on colours from the Spring / Summer 2013 runway palette. Selected trees on both sides of the shopping boulevard are dressed in vivid hues and effervescent prints – all created with the help of Samsung Note 10.1 LTE by budding designers from Raffles Design Institute (RDI).

In a literally traffic-stopping main event to be held on 4 May, the **Orchard Fashion Runway** will switch the usual vehicular bustle for a dazzling outdoor catwalk display of the latest Spring / Summer designs from local and international brands. Close to 150 models will strut their stuff down the road that will be closed to traffic for that one special day when fashion takes over Orchard Road.

"Orchard Road Business Association is pleased to celebrate the best of Spring Summer 2013 with Samsung Fashion Steps Out 2013, which presents six weeks of stylish events and a myriad of MasterCard shopping promotions for everyone on Orchard Road. With FSO growing into an iconic event in the fashion calendar, Orchard Road will also become a place where all can enjoy exceptional experiences," said Mrs May Sng, Chairman of ORBA.

For the first time in FSO's history, Samsung is the Presenting Sponsor and will headline 2013's biggest fashion event of the year with the much-anticipated launch of the Samsung GALAXY S 4 LTE.

"We are excited to present Samsung Fashion Steps Out 2013 to Singaporeans and visitors who can look forward to great experiences on Orchard Road. This highly-anticipated iconic event presents yet another opportunity for us to bring enriching experiences to our consumers who will be able to witness a combination of style and technology in a creative fashion. To truly embody the convergence of technology and fashion, we are also working closely with young design students, whose designs will be brought to life as we incorporate them into the design elements of accessories for the Samsung GALAXY S 4 LTE," said Ms Irene Ng, Vice President, Marketing, Samsung Asia Pte Ltd.

MasterCard, for the fourth year running, is the Official Card for FSO 2013.

Said Ms Julianne Loh, General Manager, Singapore for MasterCard Worldwide, "With MasterCard as the Official Card for Fashion Steps Out 2013 for the fourth consecutive year, MasterCard cardholders can continue to look forward to exclusive privileges, rewards and priceless experiences when indulging in their passion for shopping

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ORCHARD ROAD
A GREAT
STREET



along Orchard Road. In a recent Consumer Purchasing Priorities survey conducted by MasterCard, 65% of respondents in Singapore said they purchase luxury goods locally. This is encouraging, given Singaporeans' affinity for travel. We hope that with the exciting privileges that MasterCard cardholders can look forward to, Singaporeans and visitors alike will continue to choose shopping along Singapore's top fashion street."

Singapore Tourism Board continues to be a supportive partner of FSO 2013.

Ms Tan Yen Nee, Deputy Director, Enrichment and Lifestyle Precincts Development at the Singapore Tourism Board said, "As a key event in Orchard Road's event calendar, it's great to see Samsung Fashion Steps Out 2013 bringing fashion out onto the streets of Orchard and making it accessible for everyone. We believe events such as this will continue to enhance the buzz on one of the world's most beautiful shopping avenues, making it an even more vibrant place for locals and tourists to visit."

Launch of Orchard Road mobile app

In conjunction with FSO 2013, the first-ever Orchard Road mobile app "@Orchard" will be launched and made available for download from 28 Mar onwards.

Free for both Android and iOS users, this app will help shoppers navigate around the street and provide a listing of Orchard Road stores, the latest promotions and newest events. In line with the season, the app will also feature exclusive video interviews with international and local brands on their trendiest Spring / Summer 2013 collection. Progressively, users will also find up-to-date information on the availability of carpark lots, as well as traffic conditions on Orchard Road.

Samsung Fashion Steps Out 2013 – Main Events

Fashion Prints. A Trunk Show (28 March – 12 May)

In collaboration with Raffles Design Institute (RDI)

Design students from RDI will present their own take on the latest Spring / Summer trends, creatively put together with the help of Samsung Note 10.1 LTE, which will deck out the trees along Orchard Road in vivid hues and effervescent prints fit for the season. Selected prints will also be adapted on phone accessories for the brand new Samsung GALAXY S 4 LTE that will be launched during FSO 2013. *Please refer to Annex A for more information.*

FSO VIP Opening Party (28 March) @ Paragon

Samsung Fashion Steps Out 2013 kicks off with an exclusive party and fashion show at Paragon! As guests party away to live music from local band, the Goodfellas, be swept away by the latest Spring / Summer looks by Etro and Pois' presentation of Mary Katrantzou and Manish Arora.



MasterCard Shopping Promotions (28 Mar – 12 May) @ Participating Orchard Road Malls*

Stretch your shopping dollar with MasterCard!

Charge \$300 to your MasterCard at any of the participating malls on Orchard Road to redeem a \$30 shopping voucher on the same day.

Also, shoppers stand a chance to win a Samsung device or \$500 shopping vouchers in the Shop, Dine & Win Draw with every \$50 spent at any outlet in the participating malls. Charge your purchases to MasterCard and triple your chances of winning!

And that's not all! MasterCard cardholders can enjoy over 80 exclusive merchant promotions along Orchard Road during the six-week fashion season as well.

Terms and conditions apply. Please refer to www.orchardroad.org/fso for more details.

***Participating malls:**

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

Fashion Pops (12 – 21 April) @ Mandarin Gallery

Whoever says fashion is merely a reflection of what comes off the runways during fashion week should definitely pay the Fashion Pops a visit. Featuring vibrant booths carrying exclusive buys for the season and a celebrity cover exhibit by Harper's BAZAAR, Fashion Pops will offer an endless array of fun and excitement any shopaholic would be delighted to get lost in.

Orchard Fashion Runway (4 May)

The highlight of Samsung FSO 2013, the Orchard Fashion Runway will transform the street into a glamorous fashion runway, showcasing the latest Spring / Summer offerings of local and international brands and the highly anticipated new Samsung GALAXY S 4 LTE.



Orchard Road, stretching from Scotts / Paterson junction to Bideford junction, will be closed to traffic on this one day, where about 150 models will take to the streets in the couture of the season from Fausto Puglisi, Diane von Fürstenberg, Coach, J.Press, Marks & Spencer, Robinsons, Adolfo Dominguez and Maria Grachvogel, styled by Official Make-up Shiseido and Official Hair Shiseido Professional. During this period, Orchard Road malls will still be open for business and will remain accessible to traffic via Paterson Road, Orchard Link and Bideford Road.

Members of the public are welcome to attend this once-a-year fashion extravaganza in alfresco style at 8:30pm.

Samsung Fashion Steps Out 2013 – Fringe Events & Activities

Paragon (21 Mar – 6 Apr)

Preview the latest Spring / Summer 2013 collections at Paragon, a haven renowned for designer boutiques.

Date	Time	Brand / Event
21 Mar	7pm	Anteprima
23 Mar	3pm	Petit Bateau
26 Mar	7pm	GUESS
27 Mar	7pm	Calvin Klein Jeans
30 Mar	3pm	Marks and Spencer
3 Apr	7pm	Larry Jewelry
4 Apr	7pm	Maria Grachvogel
5 Apr	7pm	Adolfo Dominguez
6 Apr	12pm	FOX Kids
6 Apr	4pm	Raffles Privato

TANGS Orchard (28 Mar)

On Thursday 28 March 2013, TANGS Orchard joins the launch of Orchard Road's Samsung Fashion Steps Out (FSO) 2013 with a showcase of the TANGS Spring '13 collection with brands like Karen Millen, Warehouse, Calvin Klein Jeans and many more. For one evening only, TANGS Facebook Fans and Cardmembers will enjoy a three-and-a-half hour shopping spree featuring selected merchandise at exclusive prices, and will also receive a \$25 TANGS Gift Card when they purchased at least three of these items.

Fashion showcase: 8pm, TANGS Orchard Level 2

Shopping Event: 6.00pm - 9.30pm, storewide



ION Orchard (15 Mar – 28 Apr)

Complementing high fashion and art, ION Orchard will be holding a series of exhibitions and exciting shows at various locations within the mall during the FSO 2013 season.

Date	Event	Venue
15 Mar to 28 Apr	The best of Spring/Summer 2013 by <i>Harper's BAZAAR</i> and ION Orchard	L2
28 Mar to 6 Apr	<i>STYLE</i> : Fashion X-treme 2013	Multiple venues, please check ION Orchard's website for details.
5 to 16 Apr	<i>Leica</i> Fashion Photography Exhibition	L1 Atrium
18 to 23 Apr	<i>ELLE</i> bag and shoe Exhibition	L1 Atrium

Fashion Steps Out 2013 on Clozette (8 Apr – 10 May)

Clozette has been appointed the Official Fashion Social Network for FSO 2013 and will be hosting a series of social engagement activities throughout the festival. Look forward to live coverage of key events, an Instagram photo contest and a fun-filled fashion memory game with \$6,000 worth of shopping vouchers to be won. All these are happening at www.clozette.co/fashionstepsout

Chapter 39: BONIA Inspires (10 – 19 May) @ Orchard Green (next to Singapore Visitors Centre)

A first for BONIA, ORBA and RDI, this fashion and art collaboration for FSO 2013 will see design students creatively express key identities of Bonia based on five different art genres, namely Art Deco, Cubism, Fauvism, Surrealism and Pop Art in the fashion brand's inaugural pop-up store on Orchard Road.

Please visit www.orchardroad.org/fso for more information.

www.facebook.com/fashionstepsout

Instagram – #fashionstepsout



About Samsung Fashion Steps Out 2013

Fashion Steps Out (FSO) is an annual highlight organised by Orchard Road Business Association (ORBA) and aimed at bringing fashion to the man on the street. This year, ORBA is pleased to have Samsung on board as the Presenting Sponsor of this iconic fashion extravaganza – Samsung Fashion Steps Out 2013 – on the *Great Street*.

From 28 Mar – 12 May 2013, the Orchard Road shopping belt of nearly 800,000 sqm of retail space will herald the Spring/Summer fashion season with exciting events and promotions designed to spice up everyday fashion and thrill shoppers.

FSO 2012 brought in 5 million visitors; drew almost \$4 million in receipts*; and generated over S\$2 million worth of publicity.

Samsung FSO 2013 is a six-week fashion extravaganza which culminates in the traffic-stopping Orchard Fashion Runway on 4 May 2013. The event aspires to attract even more visitors and higher spend.

For more information, please visit www.orchardroad.org/fso or www.facebook.com/fashionstepsout.

**According to MasterCard's tracking in USD*

About Orchard Road Business Association

Since 1998, Orchard Road Business Association (ORBA) has represented the interests and welfare of businesses along Orchard Road. Through the creation of activities, business development, promotion and marketing, ORBA preserves, promotes, improves and facilitates businesses on Orchard Road.

ORBA also organises memorable events for visitors and tourists to Orchard Road, such as Christmas on *A Great Street*, Fashion Steps Out and Rev-Up @ Orchard. Christmas on *A Great Street*, classed as one of Frommer's World's Best Holiday Lights in 2010; Lonely Planet's Top 10 Christmas Markets of the World in 2011; and IDA Achievements – Merit Award Winner 2012, is an annual signature event that heralds the start of the festive season here in Singapore, which many look forward to as an unforgettable experience.

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 currently close to 100 members in the Association, including the owners and management of shopping malls, departmental stores, leading retailers, hotels and restaurants. In 2013, the association launched the ORBA Privilege Card, the first precinct-centric employee's privilege initiative in Singapore that aims to benefit members' employees and boost the profiles of Orchard Road businesses.

ORBA operates under the auspices of Singapore Tourism Board (STB) with its administration entrusted to an Executive Committee (EXCO) comprising some of Orchard Road's key stakeholders. The EXCO is headed by Mrs May Sng, Executive Director of Orchard 290 Pte Ltd (Owner and Manager of Paragon) as Chairman.

For more information, please visit www.orchardroad.org or www.facebook.com/orchardroad.sg.



About Samsung

Samsung Electronics Co., Ltd. is a global leader in consumer electronics and the core components that go into them. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, medical devices, semiconductors and LED solutions. We employ 227,000 people across 75 countries with annual sales exceeding US\$143 billion. Our goal is opening new possibilities for people everywhere. To discover more, please visit www.samsung.com.

About MasterCard

MasterCard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MasterCardNews, join the discussion on the Cashless Conversations Blog and subscribe for the latest news.

About Singapore Tourism Board

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. For more information, please visit www.stb.gov.sg or www.yoursingapore.com

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Fashion Prints. A Trunk Show

Selected works by students from

Raffles
Design*Institute*

Trees wrapped: In front of Forum The
Shopping Mall and Palais Renaissance

By Cici Jin Lu 金璐

23 year-old, Female

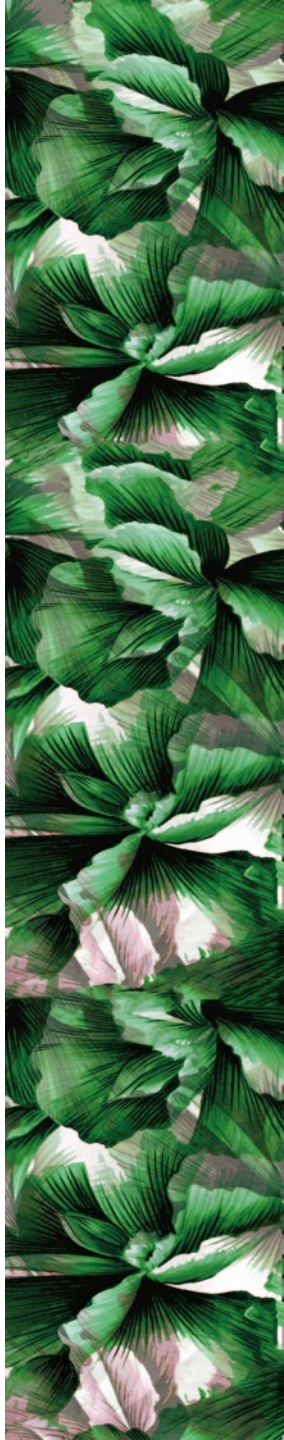
People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration

My inspiration arose from the combination of spring-blooming flowers and a take on Orchard Road by night. Orchard Road is certainly Singapore's most famous shopping street, and waves of visitors are drawn daily to this beautiful destination, especially when the lights come on at night. To depict how the refreshing beauty of spring might descend upon such a bustling street, I was inspired to marry blooming flowers with the colourful night scene. The curled petals, and flowers in different positions at different levels turned out not to be alienating, but actually akin to the alluring nights on Orchard Road.



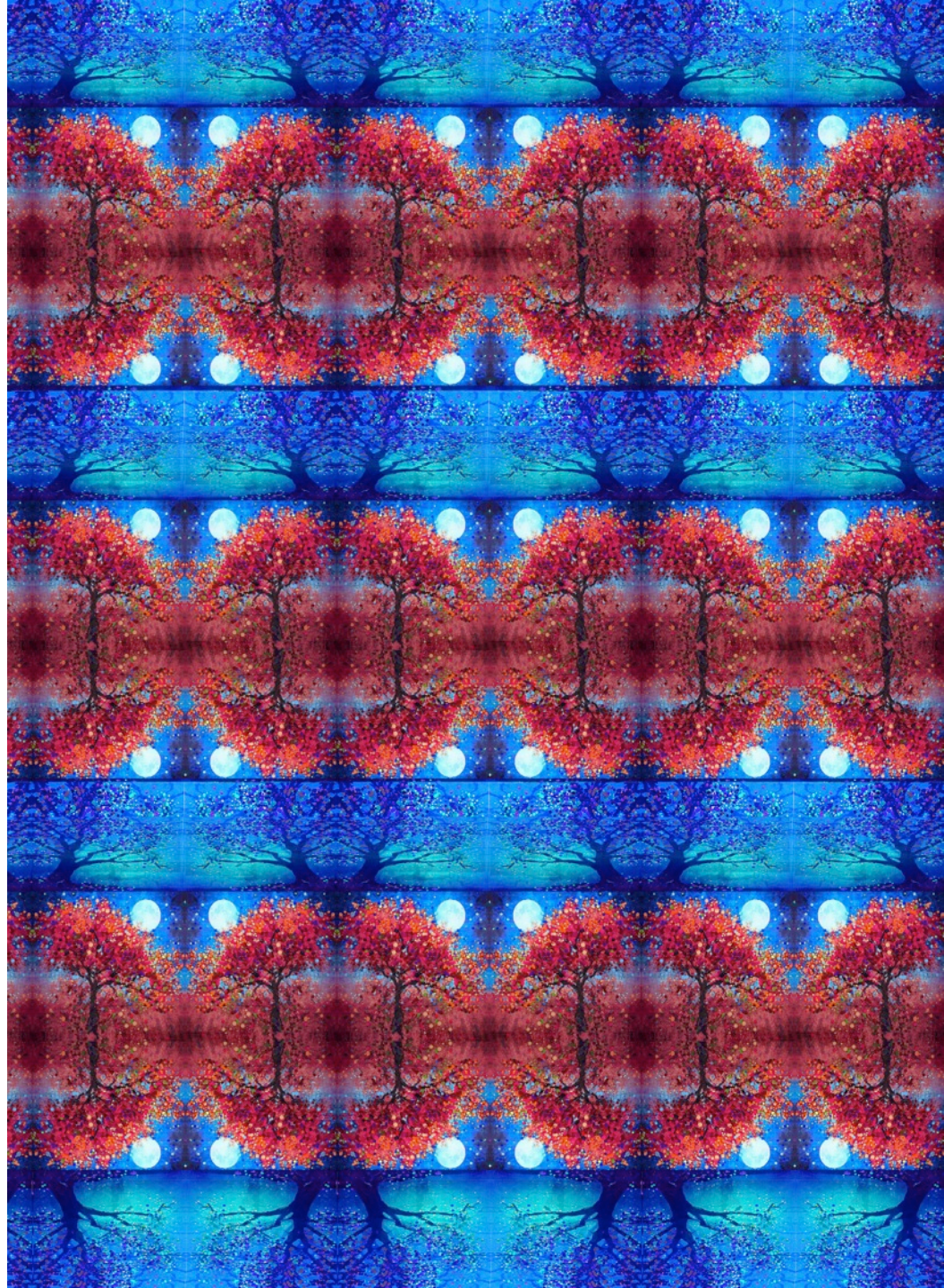
Trees wrapped: In front of Wheelock
Place and Shaw House

By Mavis Sun Si Meng 孙思梦

22 year-old, Female

People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration

My inspiration stems from the theme of Asian floral motifs and icons, particularly because floral prints have generated a huge craze for the fashion season of Spring/Summer 2013. Picking a selection of specific trees and flowers as motifs, I created a pattern using the meticulous techniques of oil painting. The trees chosen include the maple, cypress and pine, whose beauty can sometimes be fully captured with just a touch of bright colours. These patterns are set to add a distinct and beautiful look to the already attractive Orchard Road.



Trees wrapped: In front of ION
Orchard

By Taro Guo Yu 郭彧

23 year-old, Male

People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration: Chinese Blooms Scent the Air and Color the Night Sky

Flowers are known to endure the harshest of conditions, which is one reason it has become a lasting icon especially in Chinese culture. Inspired by their will to survive, I used traditional Chinese flowers to create the perfect blend of elegance and toughness. Setting off bright colours against a consistently black backdrop serves to enhance the classical Chinese effect, without sacrificing its beauty and charm. This is a design intended to expose flowers in all their rugged beauty. Rich in the overtones of Chinese folk art, it will undoubtedly add an air of peace and prosperity to Orchard Road.



Trees wrapped: In front of Wisma
Atria and Lucky Plaza

By Yovani Andrian Siswanto

19 year-old, Female

Indonesia

Bachelor of Design (Fashion Design)



Design Inspiration

Still captivated by the beauty of Singapore's national flower, the Vanda Miss Joaquim became the muse for my artwork. The flower represents so much about Singapore - from her young history to the many races living together in perfect harmony - that it is the most appropriate national icon, one that paints a picture of serenity. To translate such admirable qualities into my artwork, I blended a multiplicity of vivid colours to beautifully depict this much-celebrated flower and the vibrancy of the nation it so aptly represents.



Trees wrapped: In front of Paragon

By Yohana Setiawan

18 year-old, Female

Indonesia

Bachelor of Design (Fashion Design)



Design Inspiration: Porcelain-ated

Long have I been fascinated by the splendour of Chinese porcelain. Its beauty has survived the test of time, it being a craft that has been continuously developed since even before the Qing Dynasty. Typically presented in shades of blue, white and green, the Chinese porcelain varies in motif and shape. Each piece typically possesses an attractive twist, being both curiously contemporary and charmingly traditional at the same time. My prints were born with a deep respect for an entire culture's long-lasting obsession with such timeless beauty.



Trees wrapped: In front of Ngee Ann
City

By Joanna Gong Jia Qi 龚佳器

24 year-old, Female

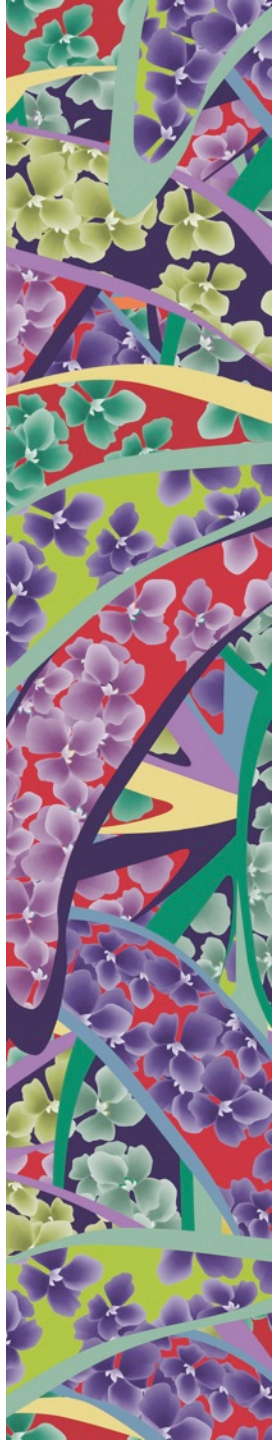
People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration

Taking inspiration from both flowers and lips, the fundamental pattern of the print was composed from a pair of lips covered with a veil similar to the national flower of Singapore, Vanda Miss Joaquim. The floral motif tells of Singapore's native culture, while the feminine lips represent fashion and beauty. An amalgamation of all available colours was explored and utilised to portray the scenery of Singapore, the various colours being contrasted to further seal this as a tribute to her unique beauty.



Trees wrapped: In front of Grand Park
Orchard

By Soh Qiu Ling,

31 year-old, Female

Singapore

Huang Yong Zhi, &

25 year-old, Male

Singapore

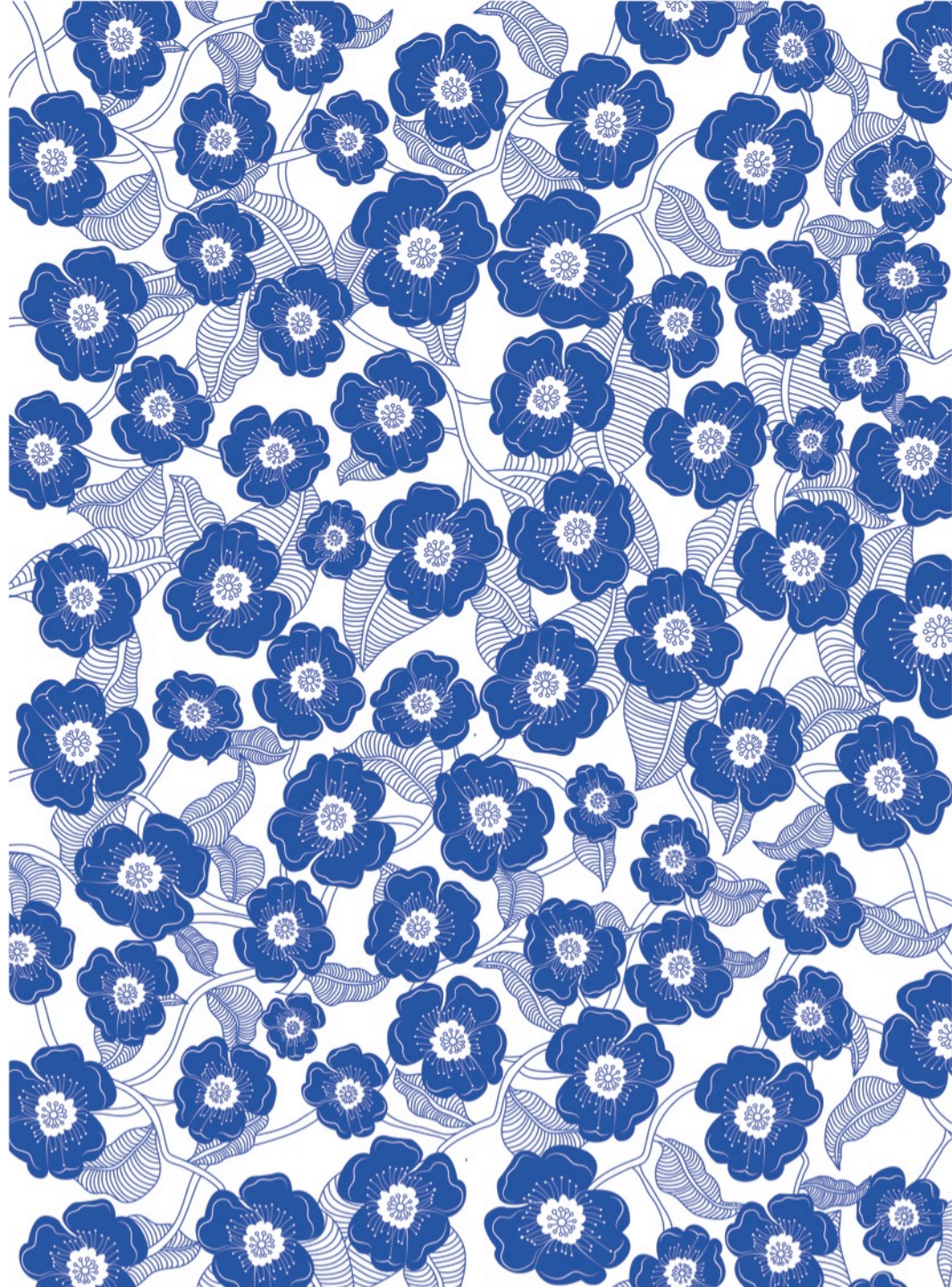
Tanvi Purohit

22 year-old, Female

India

Bachelor of Design

(Visual Communication)



Design Inspiration

Our design draws inspiration from one of the most ubiquitous and recognisable forms of art in the world – porcelain. Since as early as the 1300s, it has become a feature of daily life for many cultures around the world. The colours blue and white were specifically chosen as the combination is both vibrant and striking. By infusing different Asian cultural motifs and flowers (Orchids and Cherry Blossoms), we were able to create an entirely new perspective on porcelain design, one which evokes an unmistakable Asian identity.



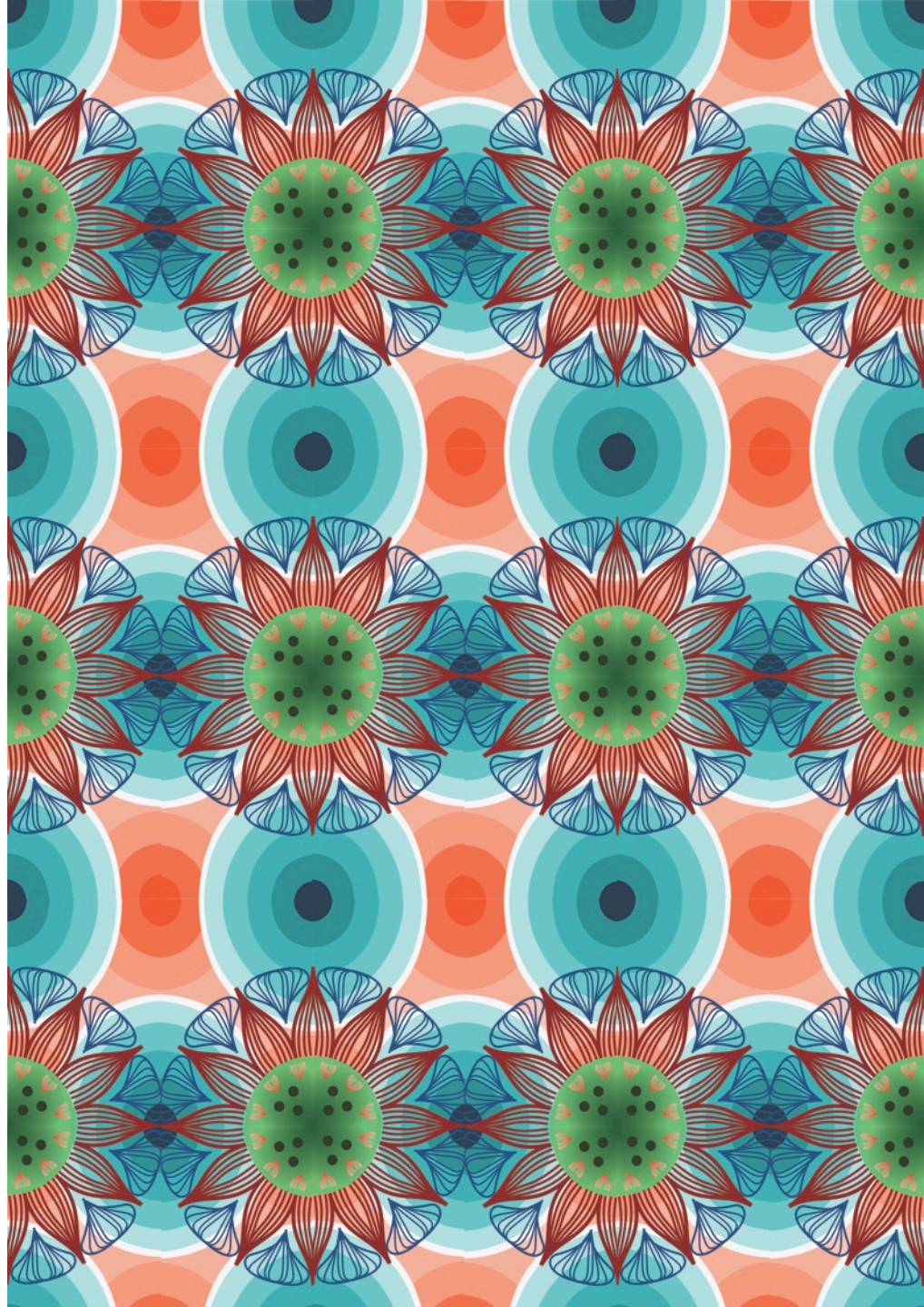
Trees wrapped: In front of Mandarin
Gallery

By Cassie Jiang Bo Yang 姜博洋

22 year-old, Female

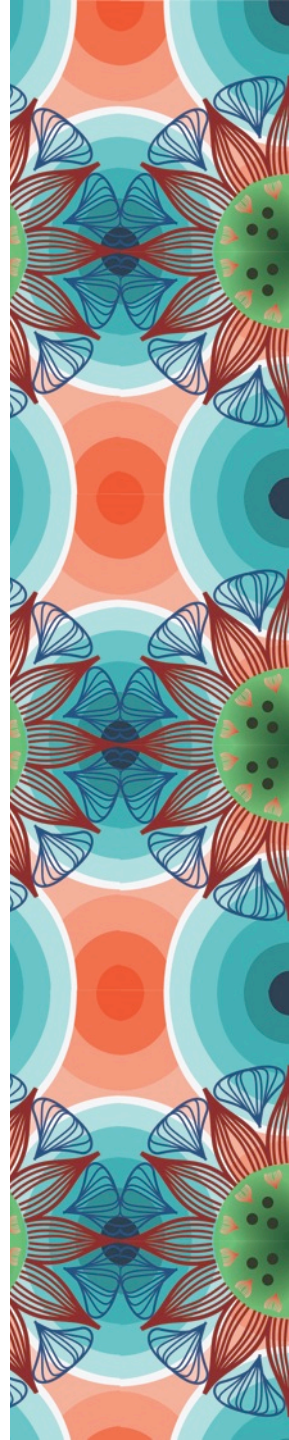
People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration

It is a common cultural trait to associate flowers with happiness. This is why we chose the lotus, a flower regarded by the ancient Chinese as regal and elegant. Further research reveals that the lotus also symbolizes pureness and honesty, and therefore those regarded as noble women. Incorporated into the design is the plum blossom, whose strength and resolution reinforces the many virtuous qualities of the lotus. The background colours of pink and light blue are an abstraction of the ocean and spring breeze, both common motifs of spring that also perfectly match the colours of the trees.



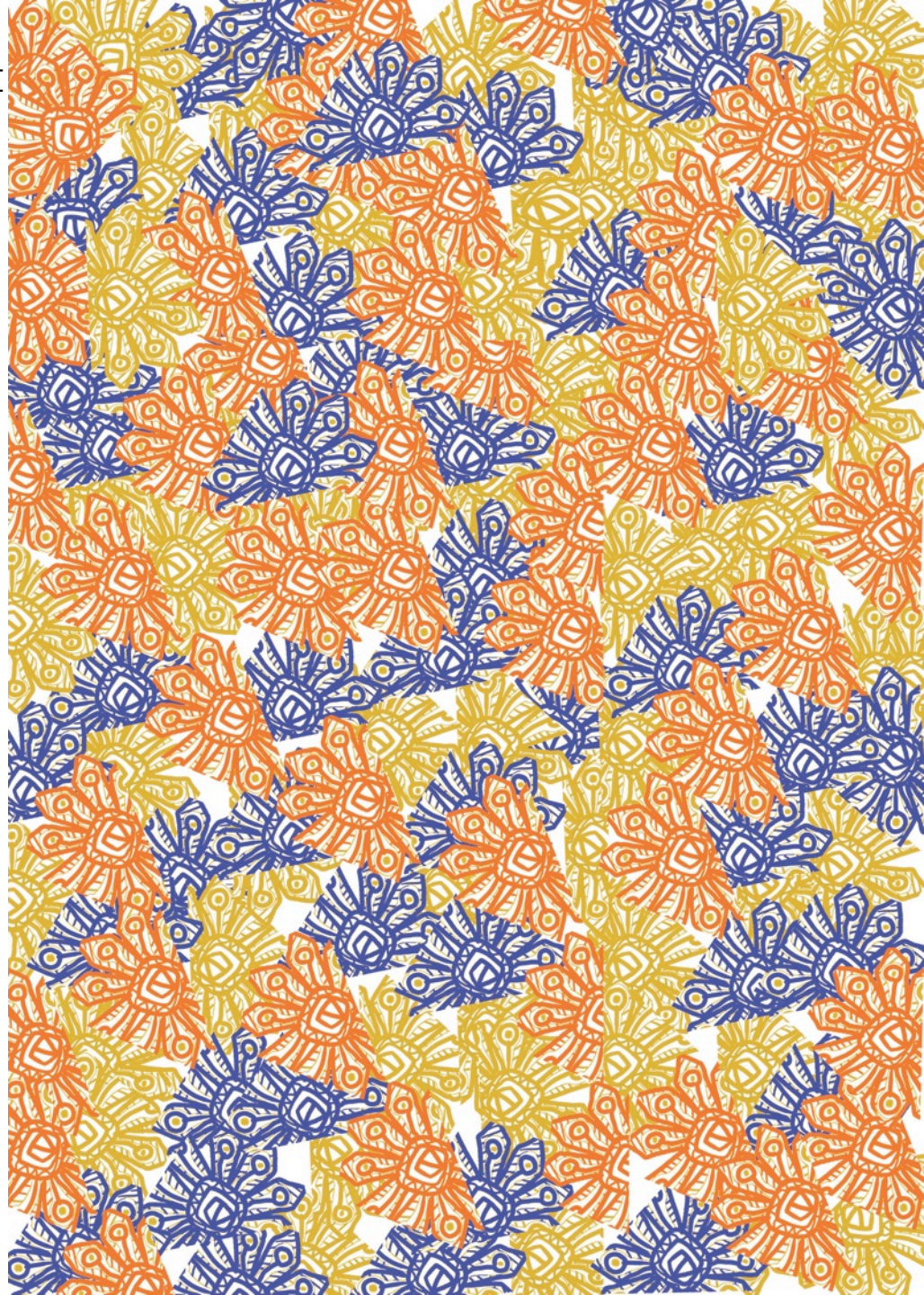
Trees wrapped: In front of 313@somerset

By Ssimo Sun Xin 孙馨

22 year-old, Female

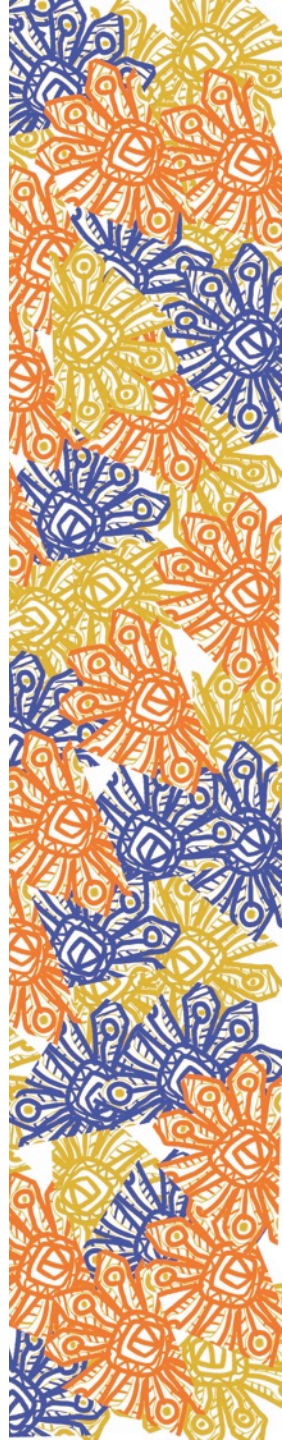
People Republic of China

Bachelor of Design (Fashion Design)



Design Inspiration

The chamomile is a resilient flower which blooms from April to May. Such is the uniqueness of this flower that it makes its appearance only during the spring/summer season. Taking the chamomile as the base element, Asian-inspired stylisation was applied to further beautify the petals. With crisp bright colours splashed on, the resulting silhouette adds a further dimension and depth to the overall aesthetic appeal. Combined with a sense of boldness, this chamomile design is an overwhelming symphony of energy, vigour and fun.



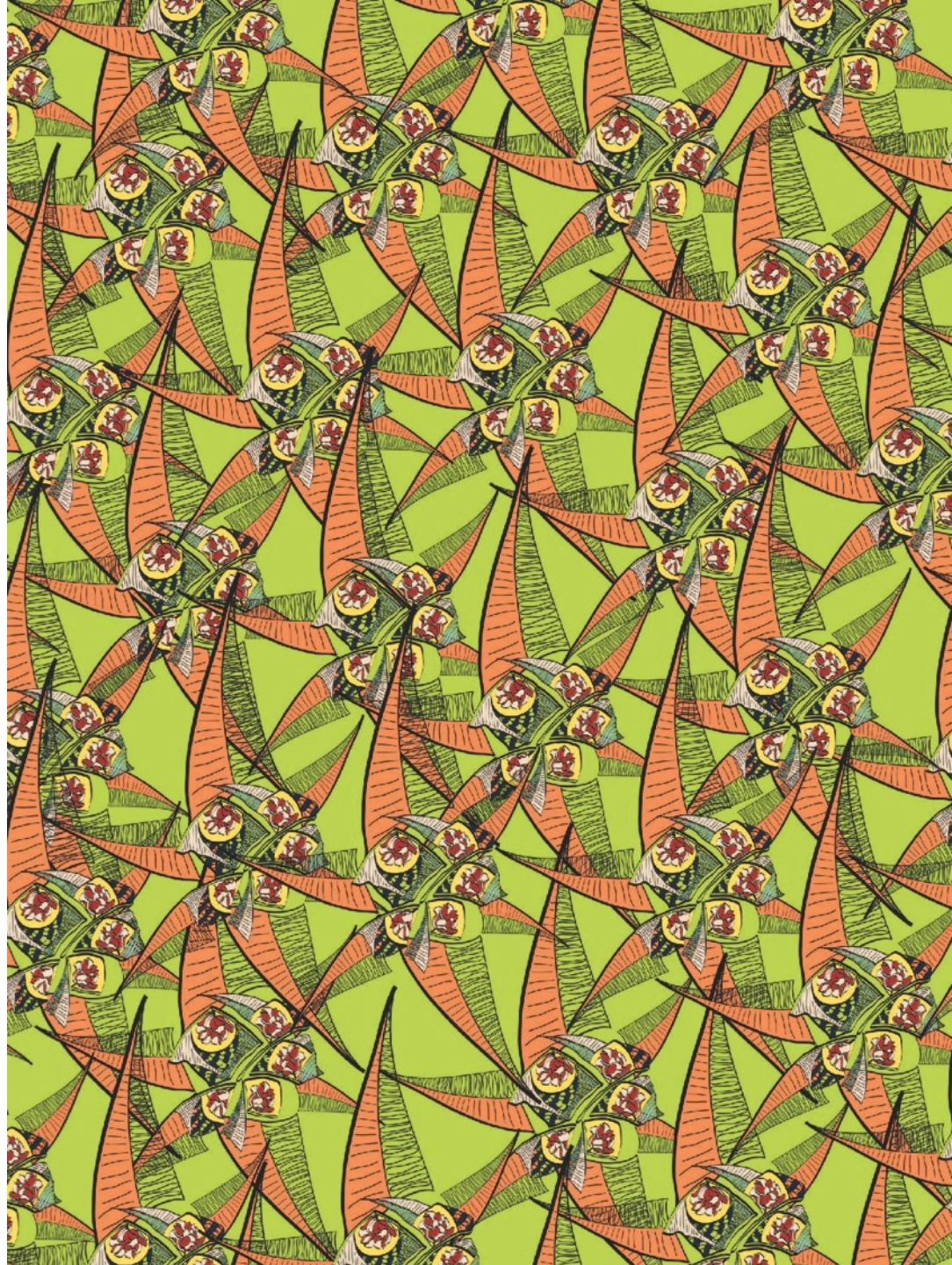
Trees wrapped: In front of Orchard
Central

By Nguyen Hoang Xuan Thi

23 year-old, Female

Vietnam

Bachelor of Design (Fashion Design)



Design Inspiration

Natural, colourful and mysterious. Asia is synonymous with the kind of exotic beauty that is the root from which my design springs. I have attempted to blend elements of Southeast and Northeast Asian cultures to create fashionable floral motifs, a style full of vitality but one that's still true to the Asian spirit. The motifs I chose depict the softness of the blooming lotus, the wild elements of Vietnam, strong impressions of the Japanese koi, and the gentleness of Japanese floral textile patterns. Through such a juxtaposition, I wish to offer a new and youthful perspective on Asia, albeit through the already age-old tradition of the floral motif.



End