

MEDIA RELEASE

**NIGHT AT ORCHARD RETURNS AFTER 4-YEAR HIATUS, 10 MONTHS OF POPULAR BAZAAR
TO FEATURE EMERGING BRANDS FROM SINGAPORE AND REGION**

Singapore, 21 March 2024 – Night At Orchard is back! After a four-year hiatus due to the pandemic, the popular bazaar in Singapore’s prime shopping district is set to make a comeback on Good Friday, 29 March 2024. The three-day event will kick off the first of 10 monthly events showcasing emerging local and regional brands.

Organised by Orchard Road Business Association (ORBA) and events agency INVADE, Night At Orchard promises to transform the pedestrian walkways of Orchard Road into a vibrant marketplace with pop-up stores offering a curated array of products from F&B, retail and lifestyle brands, as well as workshops and games.

Night At Orchard runs from 3 – 10 pm and will feature a different theme on the last week of every month, varying from wellness to pets to sustainability.

The March edition will see more than 50 booths set up in front of Wisma Atria to Ngee Ann City, with experiential elements from art workshops, gachapon machines and blind boxes to on-the-spot customising of accessories. Homegrown Japanese-inspired minimalist furniture brand Nine.N is the anchor brand of this edition and its booth will host games in which participants compete to change the cover of their Kaiteki recliners in the fastest time possible.

Other parts of the precinct including the pedestrian walkways from ION Orchard to Ngee Ann City, and from Forum The Shopping Mall to Wheelock Place, will be included as venues for future editions of Night At Orchard.

ORBA Chairman Mark Shaw said: “In recent years, Singapore has seen a flourishing number of young entrepreneurs, not just in the tech sector but also in F&B, lifestyle and entertainment sectors. The return of Night At Orchard underscores ORBA’s commitment to supporting Singapore’s fledgling brands by offering valuable exposure to both residents and tourists along Singapore’s most iconic shopping street.

“Night At Orchard also works as a semi-trade event for these brands to connect with Orchard Road malls who are always on the lookout for exciting brands to bring into their premises as potential tenants or in pop-up stores.”

Mr Shaw added that the 2019 launch of Night At Orchard was well received and many vendors had expressed their disappointment when pandemic-related restrictions forced it to be suspended the following year.

ORBA also supported entrepreneurs in the first-ever Christmas Eve street party’s pop-up marketplace in 2023. Attracting 49

brands ranging from retail, live services and pre-packed food and beverages, it was a hit amongst vendors and shoppers. At least two of the vendors at the street party, The Gingerbread Pan and Jelly Caricature, reported as much as three times their usual sales for the day.

These activities reinforced Orchard Road's status as a must-visit destination offering differentiated lifestyle and retail experiences in Singapore.

Brands interested in hosting a booth during any of the 2024 editions of Night At Orchard can sign up online through INVADE's website at nao.sg.

Kent Teo, Founder & CEO of INVADE, said: "In our continuous effort to foster an ecosystem of lifestyle brands in Southeast Asia, INVADE has made significant strides over the past decade. With the introduction of Night At Orchard, we are proud to present a pivotal platform that will serve as an anchor for brands to effectively showcase their artisanal products and creative services to a broader and more diverse audience.

"This marks a significant step forward in our commitment to supporting and promoting the growth of these unique brands in the region."

Plans to bring in more brands from around the region are also underway, with Thailand's LOMA, from the popular Chatuchak Market in Bangkok, bringing exclusive specialty desserts, silver jewellery, and sartorial offerings in March. Subsequent editions will feature creative brands from Malaysia, Taiwan and Korea throughout the year.

- The End -

For media enquiries, please contact:

Catherine Ong Associates

Catherine Ong
+65 9697 0007
cath@catherineong.com

Meiling Tan
+65 9179 0470
meiling@catherineong.com

About Orchard Road Business Association

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", "Pedestrian Night" and "Night At Orchard (NAO)" 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. From 1 April 2019, ORBA has also taken over the curation and management of the Urban Green Rooms (UGRs) as pop-up spaces along the Orchard Road pedestrian mall. Membership in ORBA is open to Orchard Road stakeholders, as well as non-stakeholders who have an affiliation with lifestyle businesses 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 (Director of The Shaw Organisation Pte Ltd) as Chairman.

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

About INVADE

Founded in 2010, INVADE is a Steadfast Events Agency in Southeast Asia. Known for its innovative retail and events concepts, INVADE specializes in converting spaces of potential into opportunities. INVADE is committed to building and delivering unique and authentic immersive experiences. In addition to its core offerings, INVADE also hosts festivals like ARTBOX and Shilin Singapore, showcasing the finest creative markets from the region, each installation infused with a local touch.

For more details, please visit <http://byinvade.co> or [@invade.co](https://www.instagram.com/byinvade.co)

APPENDIX A: BRANDS @ NIGHT AT ORCHARD

March 2024

Brand	Product/Service	Social Media Handle
Bask In The Glow	Handmade scented products	Instagram: @baskintheglow.sg
The Ink Book	Temporary tattoos, semi-permanent tattoos & digital tattoos	Instagram: @theinkbook.sg
The Ice Cream & Cookie Co.	Homegrown maker of ice cream and baked goods	Instagram: @icecreamcookieco
Glam Tip	Press-on nails	Instagram: @glamtip2023
Cora Jewelry	Waterproof and tarnish-free everyday jewelry	Instagram: @corajewelry_official
Shuark.co	Handcrafted polymer clay accessories	Instagram: @Shuark.co
Seirosecca	Hand-assembled & hand-crafted earrings with customisation	Instagram: @Seirosecca
By Jolyn	Art prints, stickers, keychain, socks, and ceramics	Instagram: @Byjolyn
Pindemic	Original, crafted lapel pins	Instagram: @pindemic
Little Avenue	Creative, educational toys to spark your child's imagination	Instagram: @gummyboxsg
Pigeoncrafts	Lifestyle goods, stationery, accessories	Instagram: @pigeoncrafts
Pastelic	Handmade phone straps and decoden clips for hair and bag	Instagram: @pastelic.sg
Thebunmeo	Cute original pastel art about bunnies and animals	Instagram: @thebunmeo
Slow Lyfe	Handcrafted leather merchandise	Instagram: @slow_____lyfe
Cisforcolette	Paper products and tote bags featuring original illustrations	Instagram: @cisforcolette
Kooklesart and Drawing Foo	Collaboration between two brands; merchandise featuring original characters	Instagram: @kooklesart and @kola_and_eagy
The Timeless Watch Market	Vintage Disney and non-Disney (e.g. Fossil, Gucci, Seiko) timepieces	Instagram: @twm_sg
Ms Paiseh	T-shirt printing	N/A
Thrifed Clicks	High-quality thrifed/secondhand digital cameras and camcorders	Instagram: @Thrifedclicks
Mad Studio	Handmade nails and related products	Instagram: @MadStudio.sg
Mamabox	A better-for-you snack brand rooted in gamified experiences	Instagram: @mamabox.sg
100 Percent Pure	Handmade clay earrings, patented skin care and cosmetics made with fruit	Instagram: @100percentpuresgd
Kitkoji	Natural fermented botanical extracts from soy beans, 100% sustainable, vegan, cruelty free and artisanal	Instagram: @kitkoji
Wushi Shop	Accessories incorporating traditional Chinese elements and press-on nails	Instagram: @wushi.shop
SG Shop Iris Tan	Thailand-based Facebook Live seller of handmade crafts, snacks and more	Facebook: @Sgshopiristan
Feel The Love SG	Crochet items and accessories	Instagram: @feelthelovesg
Khempitchasilver	Silver accessories, chains and earrings	Instagram: @khempitchasilver
Thai Dessert House	Pre-packed Thai desserts	N/A
Amora Craft Official	Flower resin accessories and scented candles	Instagram: @amoracraftofficial
Loma.Whale	Thailand-sourced linen and cotton clothes and bags	Instagram: @loma.whale

Numwarn Shop	Thailand clothing brand	Instagram: @start_over_4159
Show Heng Shop	Arts & crafts, live caricatures	N/A
YU(屿) Cookies	Low-sugar cookies in sustainable pouches	Instagram: @yucookies.sg
Naked Glory	Vintage watches	Instagram: @nakedglory
Nine.N	Japanese-inspired minimalist home decor	Instagram: @nine.n.official
Great Compassion Padmas	Crystals, accessories, ornaments, and healing workshops	Facebook: @Padmas1133
Paper Shoot Camera SG & MY	Eco-friendly, customisable, lightweight and compact digital cameras	Instagram: @papershootcamera.sgmy
Maximus Asia	Art therapy	N/A