

# Press Release

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MARINA BAY  *Sands*<sup>®</sup>  
SINGAPORE

**20 MEN'S 11**  
Inaugural FASHIONWEEK Singapore

THE SHOPPES AT   
MARINA BAY *Sands*<sup>®</sup>  
SINGAPORE

30 March – 3 April 2011

## **The Inaugural Men's Fashion Week 2011 Singapore Announces Partnership with The Shoppes at Marina Bay Sands, Setting the Stage for Asian Designers**

**Singapore, 16 March 2011** – The organizers of Men's Fashion Week (MFW) 2011 Singapore today announce The Shoppes at Marina Bay Sands as the prestigious fashion event's title sponsor. Kicking off 30 March till 3 April, the MFW 2011 Singapore will be held at the Sands Expo and Convention Center. The prestigious festival puts Singapore on the map as it becomes the first Asian city, and only the third, in the world, after Paris and Milan, to host the most distinguished men's fashion event on the calendar.

With months of planning and an investment of close to S\$2 million, the curtains of MFW 2011 Singapore will be raised with a gala show on 30 March where Hugo Boss will feature the BOSS Black Autumn / Winter 2011 Men's Collection. The five-day inaugural men's fashion event will showcase the A/W 2011 collections of over 30 renowned brands from Singapore, the Asian region and internationally - with several leading brands available exclusively at The Shoppes. The event will conclude on 3 April with Australian-based label, Song for the Mute, touted as "MFW Young Designer of the Year".

A Fashion Metropolis will be built within the Sands Expo and Convention Center. The Fashion Metropolis will have the Fashion District (retail outlets nestled around a garden setting, venue for concerts and after-parties, VIP / Media lounge and media hub) and the Fashion Ground which will be the main show area with a 100 ft runway and nearly 1,000 seats.

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Marina Bay Sands Interim Chief Executive Officer and Managing Director of Global Development for Las Vegas Sands Corp, Mr. George Tanasijevich, said, “The Shoppes at Marina Bay Sands boasts a lifestyle concept like no other. The exciting retail mix with a combination of luxury, new-to-market labels and popular brands, makes The Shoppes the premier shopping destination. The organizers of Men’s Fashion Week recognise how Marina Bay Sands is transforming the lifestyle scene in Singapore and how we are injecting a lot of firsts in the retail scene here. By hosting Asia’s first Men’s Fashion Week we have demonstrated our ability to attract only the best in the industry.”

Frank Cintamani, Chairman of MFW 2011 Singapore, said, “We are very honored to have the full support of The Shoppes at Marina Bay Sands for this fashion initiative and we are certainly well-gearred to put together a stellar event in such a world-class venue that encompasses fashion retail, hospitality, entertainment and lifestyle”.

He added, “Major fashion players have recognized this milestone event, like FashionTV, one of the world’s best distributed TV channels, who is partnering MFW 2011 Singapore by broadcasting this exciting event!”

Mr Eric Ceret, Partner at FTV, enthused, “The FashionTV channel is broadcasted via 15 satellites and thousands of local cable, IPTV and DTH networks, 24 hours per day, reaching more than 400 million households worldwide. FTV’s unique mix of production and distribution gives its viewers a VIP seat alongside the international fashion walks and shares the latest fashion designs and trends with audiences across five continents. We at FTV are proud to be part of this historical moment -- the birth of the first Asian men’s fashion week and are looking forward to broadcast the unique blend of creativity and culture that Asian fashion has to offer to the world.”

MFW recognizes that fashion as a whole is a lifestyle and it involves a plethora of crossing boundaries between different elements such as heritage, music and even food. These elements complement trends creating a total package that reflects the personal style of the modern man.

Commenting on TWG Tea’s partnership with MFW, Chairman and CEO of TWG Tea, Mr Manj M Murjani added, “The hallmark of MFW lies in its ability to bring together some of the world’s most stylish and prominent labels across disciplines. TWG Tea, as a trendsetter in its industry, presents a perfect match of style and contemporary luxury, one of the commanding principles behind the Men’s Fashion Week.”

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## **MFW - A Platform for Asian Talents**

MFW 2011 Singapore earlier announced that Shanghai Tang - arguably one of the biggest international labels from Asia - has chosen MFW 2011 Singapore to preview their Autumn / Winter 2011, even before London, New York, China / Hong Kong. Likewise, Singapore's global fashion brand, Raoul, will preview their first-ever all-men's Autumn / Winter 2011 collection on the MFW stage.

Joining these two esteemed brands are major Asian labels from Japan, Korea, Philippines, Thailand and Singapore.

Cintamani said, "Recognizing the growing influence of Asia in design and fashion, the inaugural Men's Fashion Week 2011 at The Shoppes at Marina Bay Sands hopes to give Asian designers and labels a global platform to present their latest collections. MFW is organized to world class standards, and aims to become an important fixture in the global fashion calendar."

Fashion-forward countries like Japan and Korea are represented by their biggest and trendiest brands. From Japan, DressCamp, known for over-the-top themes and design, is set to wow audiences with a combination of different overblown thematic points to showcase a subtly artistic new collection of clothing. G.I.L. Homme, from Korean fashion superstar, Eun Gil, and known to be the favored brand amongst numerous A-list Korean celebrities; as well as the latest collection from "Korea's Best Designer", Songzio, will also be presented on the MFW runway for the first time in Singapore.

Philippines will showcase works from veteran fashion designer, Joey Samson, and up-and-coming designer, Jerome Lorico. Unique and edgy designs from Jail Jeans by model-turned-designer, Christopher Jasler Ubaldo, will also be featured in the Asian showcase.

Thai labels are all set to present their collections to the rest of the world during MFW 2011 Singapore. From the quirky yet stylish, JBB\* by Jirawat Bote Benchakarn to internationally recognized Thai brand, ISSUE by Bhubawit Kritpholnara, each label will certainly add to the myriad of creativity and style sensibilities in menswear design of this region.

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Singapore talents take center-stage as labels ATZU by Noah Naima, Reckless Ericka by Afton Chen, Louis Koh and Ruth Marbun, Elohim by Sabrina Goh, evenodd by Samuel Wong, and JASON by JR Chan debut their newest collections on the MFW runway. Expect clean lines, quirky details coupled by strong tailoring and new silhouettes, it is the opportune time to bring the best of Singapore's menswear designers into the limelight.

MFW 2011 Singapore has also discovered a new breed of Asian designers making their mark outside Asia and celebrates their remarkable achievement with their debut fashion show in Asia.

Fashion designer Kim Choong-Wilkins, who grew up in Singapore, but is now based in the UK, has collaborated with the great and late Alexander McQueen, Jasper Conran, Katie Eary and is Matthew Williamson's menswear designer for the A/W 2011 collection. Kim will be showcasing his own personal signature label, comprising of a very dramatic A / W 2011 collection that reflects his own dark, edgy and avant-garde style and sensibilities.

S2VS is an American-based label by Indonesian-Chinese designer, Sean William Salim. With a passion in creating quality, unique, innovative, creative, timeless, and affordable fashion pieces for men, the label offers styles that are simple, yet intricate; fashionable, yet understated. Currently, the brand is carried in over 30 locations around the world. The brand has also been extensively featured by numerous fashion blogs and press publications worldwide.

Australian-based brand, Song for the Mute, is the merging of the creative talents from award winning Indonesian Chinese graphic artist, Melvin Tanaya and Parisian-born, Italian-trained Cambodian fashion designer Lyna Ty. MFW 2011 Singapore will have the honor of hosting the first-ever showing of Song for the Mute's A / W 2011 Collection, after an unfortunate incident where their entire collection was misplaced, en-route to Paris Fashion Week 2011 in January marred their scheduled debut. This mind-blowing collection will showcase the raw essence of the label and mark their first serious foray into constructing with unique blends of wool.

The last European label to join MFW's already-announced line-up - Canali, Hugo Boss and Emmanuel - is the venerable Italian label, a.testoni, which will showcase their A/W 2011 collection.

More show information and updates on MFW 2011 Singapore participating Fashion Brands and Sponsors can be found at <http://mfashionweek.com>

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## Fashion X Art



Title sponsor, The Shoppes at Marina Bay Sands will host six art installations, strategically located around its premises. The first four installations will run from 16 March 2011.

1. **Fashion Boulevard** (B2, Central Promenade), which will feature 7 trendy high-street labels from TSMBS
2. **Fashion Elite** (B1, Rain Oculus) which will feature 6 luxury brands from TSMBS;
3. **Great Wall of Fashion** (B1, South Colonnade) will feature paintings and graffiti works by celebrities and art students from the Damai Secondary School for a fund-raising project
4. **Fashion Flows** (B1, North Colonnade) will showcase 8 international labels from MFW

The remaining two will be unveiled on 23 March 2011. All installations will end on 23 April 2011. Free to public.

Another treat will be the fine art creations from three established artists from China – Ci Zhi Song, Dou Ron Jun and Xie Ai Ge, and Rainer from the US and David Begbie from the UK, that will be specially flown in by Ode To Art gallery and featured prominently within MFW 2011 Singapore’s Fashion Metropolis. Free to public.

## Fashion X Music

MTV’s association with MFW 2011 Singapore as the “Official Music Channel” represents the inextricable link between music and fashion. In conjunction with the partnership, MTV will produce an exclusive half-hour dedicated MFW 2011 feature entitled ‘*Men’s Fashion Week – All Access with Utt*’. MFW also has MTV VJ Utt as the style icon and host of all principal MFW events.

“Music entertainment and fashion are central to our savvy youth audience and that is why our partnership with MFW 2011 as the Official Music Channel is such a great fit,” states Sari Trisulo, Senior Director and Head of Content, MTV Networks Southeast Asia and Greater China.

“This partnership presents MFW with unparalleled connection with the youth audience in key fashion markets across MTV Southeast Asia, MTV Japan, MTV Korea and MTV China. As the “Official Music Channel”, MTV offers the ultimate stage to celebrate and deliver complementary experiences to music and fashion fans with our exclusive coverage of this inaugural event, ‘*Men’s Fashion Week – All Access with Utt*’, the regional contest and the exclusive party hosted by none other than our own MTV VJ Utt”.

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Ten lucky winners will be awarded with a VIP experience of a lifetime with an all-expense-paid trip that includes air tickets, 2-nights stay in Singapore, VIP access to MFW 2011 and VIP invites to MTV VJ Utt's exclusive party.

The registration for the contest is open to residents of Southeast Asia, Japan, Korea and China through 3<sup>rd</sup> to 30<sup>th</sup> March 2011 and terms and conditions apply. Participants can enter the contest online at [www.mtvasia.com](http://www.mtvasia.com).

Singapore's new music talents will also perform at Utt's exclusive party during MFW 2011 Singapore, and they include actor-turn-singer, Nat Ho, who will be debuting his single, "*Unleashed*", Kiat Goh, who will be performing a sultry and sensual Mandarin pop ballad, as well as one of the more established Singapore bands, West Grand Boulevard, who will be previewing songs from their upcoming album.

Adding more excitement to MFW 2011 Singapore will be French DJ, producer, remixer and performer of Asian and Slav roots, Xeum, has been specially-commissioned to 'design' the music for several MFW after-parties. Latest Korean pop boy band sensation, TOUCH, will also grace selected shows and premiere a new single from their upcoming second album at MFW 2011 Singapore. BLUSH, a pan-Asian girl band, consisting of 5 singers and dancers from China, India, Japan, Korea and the Philippines, will perform at the closing party of MFW 2011 Singapore.

### **Couture Meets Gourmet**

Taking a cue from the fashion world, De Dietrich has outdone itself by transforming the men's kitchen into a sexy and stylish space. Through their unique customization service, stylish cooking enthusiasts will appreciate the freedom to pick their own furnishings for kitchen appliances (such as leather or wood clad handles), personalize their ovens with one-of-a-kind engraving or even design their own dream hobs. To demonstrate this, André Chiang - De Dietrich chef ambassador and chef-owner of Restaurant *ANDRÉ*, will be unveiling a De Dietrich Zoneless Induction Hob designed by him at Singapore's inaugural Men's Fashion Week. André has been named as one of the world's best young chefs by Wallpaper magazine, one of "Asia's Top 10 Young Chefs", as well as one of the "Best 150 *Relais Gourmand Master Chefs of the World*."

Catch Chef André Chiang as he presents two limited-capacity kitchen demo sessions sponsored by De Dietrich, alongside MFW ambassadors Philip Huang, MTV VJ Utt and actor Julian Hee.

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And throughout the MFW event, FIJI Water, natural artesian water bottled at the source in Viti Levu (Fiji islands), known for its soft mouth feel and iconic square bottle loved by discerning consumers, well-known celebrities, and quality-conscious chefs, will be readily available.

### **Official Sneakers**

Feiyue, pronounced “Fei-ué” literally means “Flying Forward”. It truly made its debut in 2006, when a French team of sneaker enthusiasts took over the brand, eventually sending them through a series of improvements in both quality and design. Without losing any of its authentic vintage charm, these changes transformed Feiyue into the innovative and trendy brand it is today – and more than ever, Feiyue is ready to conquer new markets.

Feiyue sneakers have jumped beyond the French trendsetters and are now being sold in more than 20 countries, with approximately more than 1000 points of sale in France and 100 in the rest of the world.

After actor Orlando Bloom was spotted wearing Feiyue shoes, a gargantuan resurgence of interest in the brand ensued. At the moment, Feiyue is currently one of the top selling canvas shoe brand in Europe.

As the official shoe for Men’s Fashion Week, Feiyue will create limited-edition bespoke shoes, one half in classic black and the other white, to mark their participation in the event. These exclusive shoes will adorn the feet of our entire crew, participants and volunteers. Do keep an eye out for them.

### **CELTON - OFFICIAL CHARITY PARTNER**

Mr Andy Wong, Chairman of The Celton Group, shared that “over the course of its business operations. The Celton Group has actively embraced and supported a number of charitable and philanthropic activities as part of its commitment to corporate and social responsibility. However, over the last several years Asia has witnessed some devastating natural disasters such as the Tsunami in Thailand, the earthquake in Sichuan China and the flooding in Manila.

In each case those areas faced considerable loss of life and human suffering. On each occasion, The Celton Group sought to provide significant support through leveraging its financial resources, and in some cases extending dollar matching, as a means of bringing hope and renewal to people and places that needed it most.

Sadly, the region has once again suffered catastrophe, this time in Japan, through the ravages of earthquake and tsunami. The scale and impact of the disaster continues to unfold, but the trauma and loss of life are clearly apparent. As such, it seems entirely appropriate that The Celton Group and the Men's Fashion Week in Singapore come together to help this stricken country in raising funds and channeling them into alleviating hardship and suffering and above all helping to rebuild shattered communities.”

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**About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and include our resident performance, “The Lion King”. Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which will play host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com).

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