



Press Release



For Immediate Release

SINGAPORE BREAKS INTO TOP 10 LIST OF TOP FASHION CAPITALS OF 2011

22 August 2011, Singapore – For the first time in 8 years, Singapore has managed to move up a staggering 7 places to claim the #8 position on Global Language Monitor's (GLM) list of Top Fashion Capitals of 2011*! This exclusive ranking is based upon GLM's Narrative Tracking technology which analyses the Internet, blogosphere, 75,000 print and electronic media, as well as new social media sources (such as Twitter). The words, phrases and concepts are tracked in relation to their frequency, contextual usage and appearance in global media outlets.

Conducted over 50 cities to recognize growth of regional capitals with their distinctive styles and contributions to the fashion industry, Singapore has managed to surpass cities like Tokyo, Berlin, Sydney, Madrid, Rome, Shanghai and Monaco to claim the top 8 position on the list.

And with the prominent introduction of the Inaugural Men's Fashion Week 2011 (MFW2011) earlier in March into Singapore's fashion calendar this year, which showcased the A/W 2011 collections of over 30 renowned fashion brands from Singapore, the Asian region and internationally, global interest and buzz in our fashion scene here in Singapore has increased exponentially as a result of this world-class event.

The organiser of MFW2011, Dr. Frank Cintamani, had this to say of this spectacular occurrence and Singapore's breakthrough into GLM's Top Fashion Capitals of 2011 list: "We are incredibly excited with this piece of news as the reason we began this MFW initiative was to highlight the growing fashion talent here in Asia as well as to become the global platform for young and gifted designers in this region to showcase their work. The fact that we were only able to secure a spot in the top 10 this year is definite proof that MFW2011 has brought about the influence in the fashion industry that we were hoping to achieve."

With MFW2011 behind us, discerning and fashion-forward individuals can look forward to another stellar fashion event come late October as the Inaugural Women's Fashion Week 2011 (WFW2011) will make its glorious debut then at the prestigious Marina Bay Sands Expo and Convention Center.

*referenced from: <http://www.languagemonitor.com/fashion/london-overtakes-new-york-as-top-global-fashion-capital/>

More information and updates on WFW2011, please visit <http://www.facebook.com/wfwasia>

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