

Press Release

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MARINA BAY  **Sands**[®]
SINGAPORE

20 MEN'S 11
Inaugural FASHIONWEEK Singapore

THE SHOPPES AT 
MARINA BAY **Sands**[®]
SINGAPORE

30 March – 3 April 2011

The Inaugural Men's Fashion Week 2011 Singapore Closes in Unprecedented Style, Glamour and Excitement at Marina Bay Sands

Singapore, April 2011 – After 20 shows with 30 participating labels, attended by more than 20,000 guests over five days and with an investment of close to S\$4 million, the velvet curtains came down on Men's Fashion Week 2011 Singapore on Sunday, 3 April, at the Fashion Metropolis @ Sands Expo and Convention Center, Marina Bay Sands. The Shoppes at Marina Bay Sands was the title sponsor of the inaugural MFW 2011.

After the success of the event at Marina Bay Sands, the Chairman of MFW 2011 Singapore, Frank Cintamani also revealed that plans are already underway for the inaugural Women's Fashion Week 2011 – aimed for October this year.

MFW 2011 ended with a showcase of the latest creations by Australia-based label, Song For The Mute, helmed by award-winning Indonesian Chinese graphic artist, Melvin Tanaya and Parisian-born, Italian-trained, Cambodian fashion designer Lyna Ty. After Song For The Mute's awe-inspiring showcase of raw, conceptual designs, 30 models each wearing one outfit from the participating brands over the past five days gave the event a wonderful round-up. A touching tribute and an auction to raise funds for Japan's disaster relief took place thereafter.

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The Shoppes at Marina Bay Sands Executive Director, Mr. John Postle, said, “The Shoppes at Marina Bay Sands is ecstatic about the success of the inaugural Men’s Fashion Week and are proud to be associated with a high-profile event of this calibre. Our aim was to showcase The Shoppes as a premier shopping destination and to provide a platform for innovative designers and we have achieved this. We look forward to hosting more world-class fashion and lifestyle events in the near future.”

A recap of the five days’ shows:

Day 1

Boss Black by Hugo Boss Gala Dinner and Show

A full-house attendance of nearly 1,000 guests, saw the Boss Black by Hugo Boss Autumn/Winter 2011 collection show opened by Asian supermodel Philip Huang. Tonal blacks and greys highlighted sharp suits and overcoats. Star wattage also came in the form of attendance by Taiwanese model/actor Godfrey Gao, who flew in specially for this show, celebrity fashion blogger Bryan Boy, hairstylist to the stars David Gan, celebrity make-up artist Zing, MTV VJ Utt (‘Voice’ of MFW 2011 Singapore) and actor Julian Hee (‘Heart’ of MFW 2011 Singapore), up-coming actress Rebecca Lim, actor Andie Chen, actor-turn-singer Nat Ho.

Opening Party featuring Kim Choong-Wilkins

After Boss Black by Hugo Boss show, the MFW 2011 Singapore opening party, held at the Fashion District grounds, next to the Fashion Hall where the runway shows took place, saw kohl-eyed models present Singapore-born, London-based designer Kim Choong-Wilkins’ *tour de force* collection of gothic-meets-punk of long skirts, spiked knitted tops and rubber sweaters, in a strong, stylized fashion. All treated and handcrafted by Kim himself, the breath-taking outfits truly kick-started the caliber of amazing talent and creativity to come in the following days. Singapore’s indie-alternative band, West Grand Boulevard, and DJ Xeum from France, entertained the guests for the opening party that rocked on till late in the night.

Day 2

Raoul

This Singapore-based international label, Raoul, pressed all the right buttons with their well-edited collection of fitted shirts, sharp jackets and straight-cut pants, that reflect the strict uniformity of 1970’s Pan Am flight attendants, a touch of 70’s swagger, fused with the minimalist aesthetic of the 90’s. Shapes are slightly reminiscent of Tim Roth, featured in a campaign of that minimalist era, sporting boxy precision cut tech jackets – free of superfluous details – with super-trim trousers worn just short of his heavily polished shoes.

With understated elegance, clean lines and refined tailoring, this collection sports classic styles with subtly arresting details that catches one's eye and redefines the style of a modern man. This show, well-attended by fashionistas, star editors, both local and international, and key stylists, also marked the brand's Autumn/Winter 2011 menswear collection international debut here in Singapore.

Passion Hair Show by David Gan featuring Jason Autumn/Winter 2011 Collection by JR Chan

Revving up the gear a few notches was celebrity hair guru to the stars, David Gan, had models taking the runway with identical hair extensions in Singapore label, Jason by JR Chan's drapery monochromatic tailored clothes, creating a post-modernist take on fashion. The show's finale saw the long tresses of the male models cut to above shoulder length. This was one show that had a celebrity in every other seat, from actresses Fann Wong, Felicia Chin, Dawn Yeo, Pang Ling Ling, Patricia Mok, Ong Ai Leng, Apple Hong, to actors Christopher Lee, Tay Ping Hui, Chen Han Wei, Ben Yeo, Zhang Yao Dong, Huang Shinan to celebrity doctor Georgia Lee to celebrity stylist Karen Ng, and the list goes on and on... The surprise star appearance of the night was ex-actress, Fiona Xie, who specially flew in from New York to support David's show.

Singapore Showcase with Reckless Ericka, Elohim by Sabrina Goh, Evenodd and ATZU

Ending the night on a high was a showcase of Singapore's best young menswear talents. Reckless Ericka opened with sharp tailoring, Elohim followed with androgynous pieces, while Evenodd's bold cropped leather top and skirt-kilt-cum-overall suggest a bold statement in fashion taste. ATZU closed the show with their sleek, monochromatic "Sherlock Holmes goes to space" inspiration, that saw several celebrity actors and musicians playing models for the label: Utt, Julian Hee, Bryan Gamboa from West Grand Boulevard, theatre thespians like Chua Enlai, Shan Mardjuki, to name a few...

Day 3

Fashion Workshop with Designers from Song for the Mute, Kim Choong-Wilkins, Reckless Ericka, Supermodel Philip Huang, Joe Spinelli from Raffles Design Institute and MFW Creative Director Daniel Boey

Media and fashionistas came to listen to Asian designers' voice their experiences and what it takes to make it on the international stage; challenges faced in terms of fabrication and most important point of all – selling to the man on the street! Daniel Boey moderated this illuminating session that also gave a rare glimpse into the world of male supermodel stardom as Philip Huang shared his invaluable experience working on the international runways and with some of the biggest names in the fashion world.

Feiyue / G.I.L. Homme

The double-bill showcase of footwear brand Feiyue, followed by Korean label G.I.L. Homme, put on a formidable showing that drew much applause and praises from guests. Feiyue is all about the utilitarian canvas sneakers and ankle shoes that speak of comfort and street-style, and the models, wearing colourful outfits, styled by veteran stylist Vik Lim, came out looking picture-perfect! On the other extreme, G.I.L. Homme's clean silhouettes, favoured by numerous A-List Korean celebrities, started with all-black ensemble that moved effortlessly into a sizzling and vibrant colour palette of red, orange, yellow, green and blue.

DressCamp

A standout show that was all about dressing up excessively and partying in statement-making wild animal prints, faux crocodile boots with a rock-n-roll attitude! This collection made its international debut at MFW 2011 Singapore due to the cancellation of Japan Fashion Week as a result of the devastation suffered at the recent tsunami devastation.

Shanghai Tang

This is the international debut of Shanghai Tang's Autumn/Winter 2011 collection, titled "From China With Love". Offering an alternative elegance that is grounded in tradition, and inspired by Oriental culture as a complement to Western style, "From China with Love", is an elegant expression of all that is beautiful and exciting about modern China, a country on the rise. The new season begins with an opulent palette inspired by the rich colours of ethnic China – autumnal brights with muted greys and navy blues. Clean lines and updated luxury pieces with a touch of *Chinoiserie*. Maroons, blacks and browns are punctuated with mustard exuding a dignified yet contemporary look.

Emmanuel

The Latin lover is in town with his fitted clothes, showing off his lean sinewy body! And this is what Emmanuel is all about - body-conscious silhouettes, sharp jackets with slim-cut pants, shirts cut close to the torso and the occasional luxurious fur trims. A hit amongst fashionistas who attended this first showcase in Asia.

MTV Rock It With Utt

This afterparty showcased several local acts including actor-turn-singer Nat Ho, who debuted his upcoming single, Kiat Goh with West Grand Boulevard taking to the mikes again. Rounding up the international and regional quotient were Thai singing sensation, Bie, DJ Lapsap from Malaysia, and DJ Xeum from France.

Day 4

Asian New Generation Showcases 1 & 2 featuring JBB*, S2VS, Jerome Lorico and Jail Jeans

Some of Asian's brightest menswear designers gave the audience much to rave about at these two showcases of four labels in total. JBB* from Thailand, designed by Jirawat Bote Benchakarn, a graduate from the Academy of Art College with a Bachelor of Arts in fashion design, presented understated suited dressing with shorts. S2VS, based in USA, was all about easy dressing, while Filipino Jerome Lorico's all-black collection was about luxurious soft knits and textured, flowing silhouettes. Fellow countryman Christopher Ubaldo, a model-turned-designer, closed the show with his label, Jail Jeans, filled with rocker drama in the form of stomping models in heavy metal boots, diamante skull motifs and even a mirrored suit.

Joey Samson / Brief Encounters

This double-bill show saw the sleek suits of Joey Samson, undoubtedly one of the most well-received shows that made guests swoon following the show. Joey showcased his unorthodox yet wearable concepts and androgynous style in a basic palette of white, black and grey used to its best effect. And bringing down the house was definitely Brief Encounters, the much-anticipated underwear show that featured labels like Alexander McQueen, DKNY, Emporio Armani and many more. The show was filled with a touch of humour, fun and lots of camera clicks!

a.testoni

Singapore crooner, Nathan Hartono, opened the a.testoni show with a relaxed jazzy rendition of "Volare", a song made famous by Dean Martin, and set the mood for the show's concept – "The Golden Age of Italian Cinema". The esteemed Italian leather footwear and accessories label, who is also incidentally MFW 2011 Singapore's Official Formal Shoe sponsor, sent models down the runway in their Autumn/Winner 2011 collection of leather shoes and bags, dressed in a sumptuous well-styled all-white collection of clothes (by veteran stylist Vik Lim again) – a combination with effortless aplomb! a.testoni's Fall-Winter 2011 collection is an expression of a relaxed Italian elegance, dominated by practicality and comfort as demanded by the internationally mobile individuals, and the refinement of the traditions that has garnered customer loyalty. As autumn winter is marked by movement on road, rail, sea and air, the movement itself is a means of re-discovering the world near and far.

Canali

One of the sharpest shows came from Italian bespoke menswear label, Canali, as their well-proportioned and distinctive suits and well-cut silhouettes alleviated sartorial elegance to near-perfection. New proportions and details, from waist to arm hole and from vents to lapels saw a new approach to wearability. Single and double-breasted overcoats made of fine, warm fabrics from Chesterfield to military style models, plain or false plain fabrics predominate, while patterns draw on classic pin stripes and *pied-de-poules*.

Songzio

Fashionistas and style mavens were left clamouring for more after this perfectly-distilled collection by Songzio from Korea, that comprised of gorgeous overcoats, jackets and pants all perfectly-proportioned took to the runway. Two key silhouettes were in play: oversized jackets and coats with slim skinny pants or fitted jackets over billowy pants. The occasional pop of tangerine or winter white adds drama.

MFW Concert featuring TOUCH

This afterparty, immediately after the Songzio show, was headlined by current Korean boy band pop sensation, TOUCH. Performing four hi-energy songs, of which one was a new single from their upcoming second album, their sleek, well-choreographed dance moves, coupled with boyish good looks, left many young and young-at-heart fans wanting more. DJ Xeum spun for the remaining of the evening.

Day 5

Issue

Always a label that pushed creative boundaries, Issue from Thailand had all the elements of a runway drama – smoke, checked; operatic music, checked; painted male models, checked; body-stockinged male models, checked; five tonnes of patterned rice on the runway, checked; jackets paired with drop-crotch pants, checked...A most definite show-stopper that left many spellbound!

Song for the Mute

Winner of the Designer of The Year Award at the prestigious L’Oreal Melbourne Fashion Festival 2011, Australian-based menswear label, Song for the Mute’s collection of androgynous elongated pieces layered perfectly for a languid look without looking overstyled. It was the label’s international debut at MFW 2011 Singapore after their samples were lost enroute to Paris Fashion Week where they were scheduled to show in January. As one writer aptly puts it – one city’s loss is another’s gain. And so much more did the designer-duo of the label, award-winning Indonesian Chinese graphic artist, Melvin Tanaya and Parisian-born, Italian-trained, Cambodian fashion designer Lyna Ty Melvin Tanaya and Lyna Ty, gain

as they were named “MFW Young Designer of The Year” award that will see their collection being sponsored for one year by Dr Georgia Lee.

MFW Closing Party featuring BLUSH

Immediately after Song for the Mute, models wearing each and every participating label over the five day’s event strutted down the runway. Following, the all-girl Pan-Asian BLUSH made their debut in Singapore at MFW 2011 Singapore as they danced and sang for the afterparty as guests were left in high spirits by the free flow of Grey Goose vodka, one of the official sponsors.

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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 plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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