

Press Release

FOR IMMEDIATE RELEASE

MARINA BAY  **Sands**[®]
SINGAPORE

20 MENS 12
FASHIONWEEK Singapore

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

MEN'S FASHION WEEK SINGAPORE RETURNS TO MARINA BAY SANDS PROMISING A SPECTACULAR FASHION FEAST

From April 18-22, up to 19 shows will present the latest collection from top British and Asian designers including a special treat for fans of chart-topping J-and-K-Pop music as stars prepare to jazz up the week-long fashion season

Singapore, 22 March 2012 – Marina Bay Sands is gearing up for its first fashion extravaganza of the year, as it announces the second Men's Fashion Week Singapore (MFW Singapore 2012). From the 18th to 22nd April, a spectacular line-up of designers hailing all the way from the British Isles and the legendary Savile Row to the dynamic Asian designers from Japan, Korea and Singapore will present their latest collection, guaranteeing a heady line-up for fashion enthusiasts.

MFW Singapore 2012 will put the spotlight on British men's fashion by bringing to Asia, for the first time, the highly sought after Spencer Hart collection to Singapore's runway. Helmed by the founder and creative designer, Nick Hart, the bespoke creations for the A-list celebrities gracing the red-carpet world over, including at the BAFTA's the BRITS, the Oscars and the Golden Globes, the couture designer for men is guaranteed to reveal his finest craftsmanship in April.

Another influential and distinct designer at this year's fashion week is Hisashi Fukatami, the creative genius behind the label Diet Butcher Slim Skin. With his ground-breaking creations, which has led to a cult following, Hisashi's collection is set to take all on an artistic journey like no other. The young, but already established and highly sought after New York designer Richard Chai is another big name that will grace this year's event. Having proved his talent at Mark Jacobs before venturing into his own, Richard is considered the "new Asian influence" on modern design and promises an exciting show at Marina Bay Sands.



Marina Bay Sands Senior Vice President of Marketing, Mr. Mark Juliano, said, “When we were provided the opportunity to sponsor the very first Men’s Fashion Week in Asia last year, we were very excited. Given its tremendous success within the fashion industry – among the designers, the models, the buyers and the influencers – and the rave media reviews, we simply had to take on the spectacular challenge again this year. We are proud to be the leading sponsors of this event and for putting Singapore on the global fashion map and are looking forward to what the team pulls off this year. We’re certain, this year’s world-class event will rival leading fashion cities like London, Paris and Milan.”

Organised by Fide Productions Pte Ltd, with the support of Singapore Tourism Board, MFW Singapore 2012 is poised to cement Singapore’s position as one of the top 10 fashion capitals of the world, through this world-class event. Costing an estimated S\$8 million to mount (*twice the amount of the inaugural event*), the Sands Expo and Convention Center will be transformed into a fashion epicentre, where up to 19 hot shows will be showcased, and more than 50,000 visitors, comprising the media, buyers, fashionistas and consumers, are expected to attend the shows over the five days.

“As MFW Singapore takes its steady steps towards achieving its position as the 3rd international menswear fashion capital, it aims to be an all-inclusive global platform to showcase Asian & Singapore brands alongside international labels, for all to enjoy”, said Frank Cintamani, Chairman of MFW Singapore, Women’s Fashion Week (WFW) Singapore and Haute Couture Week Asia.”

“The shows will represent some of the best menswear designers from across the globe and Asia. We have created an exciting tableau of style-setters and rising talents from Asian design power capitals of Japan and Korea, mixed in a dash of the hottest international names that you have to know!,” added Frank.

“Given the success of last year’s spectacular offering, the immediate challenge is to move things forward and raise the bar this year. If the heart of fashion shows is the labels and clothes, music will certainly be the soul. Fashion, like music, is something for all to appreciate. As such, MFW Singapore 2012 will experience a fusion of sartorial elegance and eclectic beats. You can call this, the Music and Men’s Fashion Week, or M²FW, edition,” concluded Frank.

After all, what is a fashion show without music for models to whip up a storm down the runway, synchronised to the thumping beats of heady inspiring Music that rocks Fashion? From the premium classical sounds of Steinway to heart-pumping pop, rock and hip hop, we have it all! Spicing up this edition of MFW Singapore, several J- and K-pop stars will descend upon the Sands Expo and Convention Center to raise the glamour and style quotient of the event.

According to James Tulley, Vice Chairman of MFW Singapore, WFW Singapore and Haute Couture Week Asia, “We are committed to having both MFW Singapore and WFW Singapore serve as platforms for established and emerging Asian talents, with many of the designers and brands subsequently flourished, found investors and gained critical and artistic acclaim”.

Kien Lee, Festival Director of MFW Singapore said, “Most fashion events in Singapore have the designer of a particular collection showing as part of opening and closing shows, but for us, the unique appeal of MFW Singapore is that the designers who are participating will all be here in person to give the event an inevitable distinction and prestige. As a means of developing greater appreciation and awareness for fashion, design and couture, this is absolutely key.”

PARTICIPATING LABELS

The Opening Gala on 18th April, will feature not one but two shows, featuring internationally-acclaimed labels. **SPENCER HART** – a burgeoning Savile Row brand that counts stars like Jay-Z, Kanye West, Robbie Williams, David Bowie, Matthew Williamson, Tommy Hilfger, Bill Nighy and Benedict Cumberbatch, star of BBC’s Sherlock, and soon to be seen in The Hobbit: There and Back Again and the untitled Star Trek sequel, amongst many others, as clients – will take to the stage first, making its Asian debut here.

Instead of closing Seoul Fashion Week 2012 to take place in early April, internationally-acclaimed Korean brand, **SONGZIO** – who has found commercial success both in his homeland and in Paris – has chosen to show at the Opening Gala of MFW Singapore 2012. The label had its Singapore debut at the inaugural MFW Singapore last year and received immense media and public interest. Within South Korea itself, the revered label boasts of megawatt star fans in the likes of 2PM, Rain, Super Junior, TVXQ, Won Bin, to name just a few.

The following few nights will see exciting menswear labels, most new to Singapore, make their runway debut at MFW Singapore 2012.

From Korea, the labels being showcased are: **BEYOND CLOSET** (designed by Tae Yong Ko, the label is stocked in New York and has shown in Las Vegas, New York and Paris), **D.GNAK** (launched in 2006 by Korean-born designer, Dong Jun Kang, focusing on tailored menswear with twisted details who also showed in London Fashion Week), **GENERAL IDEA** (launched in 2004, the label’s designer Bum Suk Choi has collaborated with Absolut Vodka, Heineken, Puma and Renault F1, amongst other notable brands), **RESURRECTION** (designed by Lee Ju Young, and besides showing in Seoul, has shown in New York and Paris and has celebrity fans in The Black Eyed Peas, Lady Gaga and Marilyn Manson) and **VANDAL** (designed by Heemin Yang, the label was selected as one of the upcoming brands to watch by Gap Press Men).

From Japan, the labels that will make their debut are: **DIET BUTCHER SLIM SKIN** (founded by Hisashi Fukatami, and already available in Singapore but first full collection debuts here), **FACTOTUM** (started in 2004 by Koji Udo and known for its military and working man influences), **JUN HASHIMOTO** (stocked in Japan and at the cutting edge Parisian boutique *L'Eclaireur*), **PASCAL DONQUINO** (designer Akira Takeuchi cut his teeth at Comme des Garçons).

On the international front, the talents taking centre stage are: two returning labels from MFW Singapore 2011 in the form of **BODYBOUND** from the UK (who is back to stun with his avant garde designs in a full-fledged runway show) and **RECKLESS ERICKA** from Singapore (who will show a mix of quirky and colourful creations). The other spots will be taken up by **ALEXIS MABILLE** from France (who will show his Autumn/Winter 12 menswear collection, alongside a capsule underwear range in collaboration with HOM), **CASELY HAYFORD** (who had styled and dressed The Clash and U2 to being the first designer collaborator with Topshop) and **MATTHEW MILLER**, (a recent graduate from the Royal College of Art whose 2nd collection was picked up by Selfridges) both from the UK and **RICHARD CHAI** from the USA (recipient of Council of Fashion Designers of America's Best Menswear Designer Award in 2010).

The Closing Gala on 22nd April will definitely be extraordinary as **MCM** (Mode Creation Munich), an artisanal luxury label of leather goods, footwear and apparel, showcases its full range of Autumn/Winter 2012/13. This will mark the first time the label is showing its full collection in Singapore.

"The closing Gala Fashion Show will not only celebrate the brand's debut at Singapore's Men's Fashion Week but also marks a new era of MCM's grand entry into South East Asia. We are very proud to participate in such a prestigious event in Singapore and we believe this will be a most significant opportunity for both parties," said Sung-Joo Kim, Chairperson and Chief Visionary Officer of MCM Holding.

Anita Hatta, Managing Director of Fide Productions, the producer of MFW Singapore, added, "MFW Singapore offers shows, performances and initiatives that can be enjoyed by the public. And also check out the various mall-wide shows in partnership with The Shoppes at Marina Bay Sands, exhibitions, and preview parties."

Show time will run promptly from 5.15pm, hourly, with the last show at 10.00pm. There will be 500 seats per show, with 20% of the show tickets, priced at S\$60 each (does not apply to Gala shows), available to the public from 11 April 2012 from SISTIC (www.SISTIC.com.sg).

For more information on the labels, show times and updates on MFW Singapore 2012, you can visit www.fideproductions.com/mfwasia or on its Facebook Fan page – facebook.com/mfwasia.

###

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 and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

ABOUT MEN'S FASHION WEEK SINGAPORE (MFW)

Making its debut in 2011, Men's Fashion Week Singapore (MFW) is organized and produced by Fide Productions Pte Ltd. With the aims to be a showcase of top international, regional and local labels and designers, MFW has instantly made history for Singapore in the world of fashion, by being the 3rd country in the world behind Paris and Milan, and the 1st in Asia to have a fashion week dedicated to men's fashion. Attended by over 30,000 visitors, the inaugural event was broadcasted through 31 satellites to over 160 million people in 193 countries. www.fideproductions.com/mfwasia

For Media Enquiries, please contact:

Marina Bay Sands, Communications

Shiwani Diwarkar (+65) 6688 0042 / shiwani.diwarkar@marinabaysands.com

Elzena Ibrahim (+65) 6688 3047 / elzena.ibrahim@marinabaysands.com

Word Of Mouth Communications Pte Ltd

Jansen Siak	– (+65) 9692 8486	/	jansen@womcomm.com
Lionnel Lim	– (+65) 9488 0193	/	lionnel@womcomm.com
Cedric Tang	– (+65) 9299 1668	/	cedric@womcomm.com
Valerie Wang	– (+65) 9176 0250	/	valerie@womcomm.com