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WOMEN'S FASHION WEEK 2011 (WFW 2011) SINGAPORE
LAUNCH OF *HAUTE COUTURE* EXHIBITION

Singapore, October 2011 - The inaugural Women's Fashion Week 2011 (WFW 2011) Singapore is set to present *Haute Couture Week - Singapore*, showcasing Parisian *Haute Couture*, at the Expo and Exhibition Center, Marina Bay Sands, from 26th – 30th October 2011.

Featuring 8 designers, who are either *Haute Couturiers* or invited members of the *Chambre Syndicale de la Haute Couture,* presenting their latest Fall/Winter 2011 *Couture* collections, WFW 2011 Singapore is well-poised to bring Singapore up another few notches in the rankings of top fashion capitals of the world.

The prelude to an exciting inaugural Women's Fashion Week 2011 Singapore sees the launch of the *Haute Couture* Exhibition at The Shoppes at Marina Bay Sands on 6 October 2011, hosted by title sponsor, The Shoppes at Marina Bay Sands, organisers, Fide Multimedia.
To add to the merriment of the night, the cocktail party also celebrated the book titled '*Histoire de la Mode*', which was written by Didier Grumbach, the President of the *Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode.*
More than 300 well-heeled diplomats and socialites mingled with tastemakers and select members of the media while sipping champagne and fancy canapés. In attendance were also the other top-tier sponsor representatives from DHL Express Singapore, Rolls-Royce Motor Cars, Asia Pacific and Montblanc Southeast-Asia.

28 spectacular and breathtaking creations from the 8 *Couturiers* – Alexis Mabille, Anne Valérie Hash, Christophe Josse, Dominique Sirop, Eymeric François, Gustavo Lins, Maxime Simoens and

Stephane Rolland – were on display, nestled amidst a set of autumn trees. The highlight of the evening was the preview of 6 select *haute couture* pieces from the dashing Alexis Mabille, who had flown in from Paris specially to grace the event.

Guests were wowed by Mabille's elegant white column gowns and cocktail numbers of luxurious silks, chiffons, silk crepes and laces.

A total of more than 53 *couture* outfits featuring 12 *couturiers* will be on display. The Exhibition will continue from 7 – 31 October 2011, at five locations, mall-wise - (Bay Level – Grand Colonnade South (btwn Chanel & Ferragamo), Canal Level – Jewellery Lane, Galleria Level – North Node, Promenade South Bridge (btwn Montblanc & Tommy Hilfiger) and Rain Oculus. and is open to the public. Opening hours are 10am – 11pm (Sun – Thu) and 10am – 12midnight (Fri – Sat).

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