

i) Organisers and Official Partners

Brought to you by : Orchard Road Business Association
 In Conjunction with : Asia Fashion Exchange
 Held in : YourSingapore
 Official Card : MasterCard
 Co-organised by : Singapore Press Holdings
 Official Digital Imaging Partner : Canon

Official Makeup : Bobbi Brown
 Official Hair Product : Redken
 Official Hair Salon : Action Hair Salon
for Female and Nuyou Catwalk Collection Show
 Official Hair Salon : Capello Loft
for Female and Nuyou Catwalk Collection Show

Participating Malls

- 313@Somerset
- Forum the Shopping Mall
- ION Orchard
- Mandarin Gallery
- Orchard Central
- Paragon
- Plaza Singapura
- TANGS Orchard
- The Centrepoint
- The Heeren
- Wisma Atria

Participating Labels

- Aigner
- alldressedup
- Etro
- Island Shop
- Levi's
- Liz Claiborne
- New Look
- Sonia Rykiel
- TM Lewin
- Vivienne Westwood

Official Media

- Female
- Nuyou
- SPH MediaBoxOffice
- The Straits Times RazorTV
- The Straits Times Urban
- AsiaOne Diva
- Rednano.sg

ii) FSO Asian Model Contest

From 2 April to 12 April, the public can vote for their favourite FSO Asian Model by sending an SMS to 33833 in the format below. All voters stand a chance to win \$1,000 worth of shopping vouchers and other fabulous fashion products.

FSOAM <space> MODEL NUMBER <space> NRIC <space> Full Name <space> Email

E.g. FSOAM AM1 S8674356H OLIVER WONG CHIN TAT oliverwong@sph.com.sg

- Each SMS costs S\$0.20. Participants below the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 12 April 2010, 11.59pm
- Terms and Conditions apply.

iii) Canon FSO Fashion Photography Challenge

As the official digital imaging partner of Fashion Season @ Orchard, Canon is opening the Canon FSO Fashion Photography Challenge to all photographers.

After registering, contestants can submit up to five original works related to FSO between 2 to 20 April 2010.

A panel of judges will shortlist 20 finalist works to be displayed along Orchard from 1 to 9 May 2010 for public voting.

\$7,442 worth of Canon cameras await the top shutterbugs of the Canon FSO Fashion Photography Challenge.

- 1st Prize – Canon EOS 7D KIT with EF-S 18-135IS worth \$3,249
- 2nd Prize – Canon EOS 550D KIT with EF-S 18-135IS worth \$1,799
- 3rd Prize – Canon EOS 1000D KIT with EF-S 18-55IS worth \$899
- 5 Merit Prizes – Canon POWERSHOT A3100IS worth \$299 each

Non-photographers are invited to be part of the Canon FSO Fashion Photography Challenge by voting for their favourite photo. One lucky voter will win a Canon PowerShot S90 worth S\$749.

To vote for your favourite photo, just SMS to 33833 in the following format from 1st of May onwards:
CANONFSO <space> Photo Number (shown on website & exhibition) <space> NRIC <space> Full Name
<space> Email

E.g. CANONFSO 01 S123456A OLIVER WONG CHIN TAT oliverwong@sph.com.sg

- Each SMS costs S\$0.20. Participants under the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 9 May 2010, 11.59 pm
- Terms and Conditions apply.

iv) FSO Best Fashion Window Display Contest

From 2 April to 9 May, be prepared to be wowed by some exciting Spring/Summer window displays created by visual merchandisers who can make window displays talk to shoppers. Appreciate how they make it into an art form and tell us which window display catches your fancy.

Support your favourite store by voting for the window display and stand a chance to win up to S\$6,000 in

shopping vouchers.

Those who vote for the winning store (determined by the highest number votes), will stand a chance to win a S\$1,000 shopping voucher in a lucky draw. Other voters will stand a chance to win 1 of 100 S\$50 vouchers.

From 2nd April onwards, SMS to 33833 in this format to vote for your favourite window display:
FSOWD<space>SMS Code of SHOP<space>NRIC<space>FULL NAME<space>EMAIL
E.g. FSOWD TS S1234567H OLIVER WONG CHIN TAT oliverwong@sph.com.sg

SMS codes of participating stores/ window displays at Orchard Road:

1. Banana Republic (BR)
2. Ben Sherman (BS)
3. Dorothy Perkins (DP)
4. G2000 (G2)
5. Gap (GP)
6. Guess? (GS)
7. Levi's® (L)
8. Miss Selfridge (MS)
9. RAOUL (RL)
10. TANGS Orchard (TO)
11. Topshop (TS)
12. Topman (TM)
13. Warehouse (WH)

- Each SMS costs S\$0.20. Participants below the age of 18 must seek parental consent.
- Post- paid mobile users only.
- Closing Date and Time: 9 May 2010, 11.59pm
- Terms and Conditions apply.

v) FSO Fashion Styling Workshop @ The Centrepoint

Sign up for a fantastic 2-hour fashion styling workshop, during which you get to experience having your very own personal stylist! Let fashion experts help you with your new Spring/Summer styling and wardrobe selection.

At the FSO Fashion Styling Workshop, pick up tips on styling for your Spring/Summer look from the on-site professional stylist, R S Danny, and be spoilt for choice by the variety of apparel in our walk-in wardrobe fit for a diva with fashion collections from Aigner, Aldo, Esprit, Levi's®, Liz Claiborne, Marks & Spencer, New Look, Robinsons, T.M. Lewin and United Colors of Benetton.

There is more to this fantastic experience - you will also receive a complete spring/summer make-up by Bobbi Brown, a hairstyling session by Capello Loft with products by Redken; and a Canon professional photo-shoot to take home a beautiful photograph for keepsake.

All these workshops are held at The Centrepoint for 10 days from 16 to 25 April 2010 and at an attractive fee of only SGD60 (a special privilege of SGD50 when you charge to your MasterCard) for a fabulous session worth SGD100 and goodie bag of fashion gifts!

Fee is inclusive of a 2-hour workshop with fashion styling course, a makeover by Bobbi Brown, hairstyling by hair salon Capello Loft, a tea break, a Canon professional photo shoot where you'll take home a keepsake picture as part of a goodie bag total worth \$100.

The workshops will be held hourly from 11 a.m. to 10 p.m. daily.

The workshop programme

- Know about the latest colour trends for spring/summer 2010
- Know about the latest silhouettes and shapes for spring/summer 2010
- Basic poise & deportment (if time permits)
- Tea Break
- Personal makeover with participating labels, makeup by Bobbi Brown and hairstyling by Capello Loft with Redken's latest range of products
- Photo session with Canon

Registration is subject to availability of timeslots.

R S Danny

R S Danny has been working in the fashion, entertainment and modeling industry for more than two decades locally and regionally. Besides being a fashion stylist, he is also a fashion show producer and a grooming trainer for banks, hotels and multinationals.

His clientele for the past 2 decades includes various local magazines, television stations, shopping malls and prominent fashion and cosmetics brands: Celine, Gucci, Timberland, Christian Dior Fragrances and Cosmetics, The Body Shop, AXN Sony Style and many more. His work had recently brought him into Greater China with DKNY, Max&Co, Pennyblack and I-blues.

Last year R S Danny was the show producer for China Power Top Model Awards, the Elite Model Look China and the 26th Elite Model Look World Finals.

Most recently early this year R S Danny had been nominated for the Asian Top Fashion Stylist Award held in Hangzhou in the inaugural first-ever regional Fashion Asia 2009 Awards by the Chinese government in conjunction with China GuangXi Television and the Asian Fashion Media Association.

Zhang Jingna

Born in the suburbs of Beijing to a humble sporting family – Jingna moved to Singapore at the age of eight. At 14, a mere nine months after picking up air rifle, she broke the national record and joined the national team. Two years later, she left the prestigious Raffles Girls' School to pursue a degree in fashion design. Picking up the camera then, it eventually turned into her voice.

In order to take her passion to greater heights, she left school again in late 2007, and subsequently the national team, to become a professional photographer.

In the span of a year, she had photographed campaigns for Mercedes Benz, Pond's and Wacom, as well as editions of Harper's Bazaar and L'Officiel.

In 2007 Jingna became the youngest recipient of Associateship in the Masters Photographers Association, and a year later, staged her first solo exhibition at The Arts House in Singapore.

With works described as being "ethereal, romantic, and sensuous" – Jingna's images exude a quiet and steady confidence with maturity belying her age.