

Fashion Season @ Orchard 2010 – Events at Participating Malls

i) Paragon

Paragon Spring/Summer 2010

31 March to 25 April 2010

Fashion Party celebrations (2 April at 6pm, 7pm and 8pm – Front Foyer)

As part of the Fashion Season @ Orchard 2010 launch celebrations, there will be a special performance by Dylan Foster, an accomplished vocalist and multi-instrumentalist on 2 April at Paragon's Front Foyer at 6pm, 7pm and 8pm. Dylan Foster's musical influences include Jazz, Soul & Pop. Dylan's repertoires of standard and popular materials are endless. He has also shared the stage with some of Australia, Asia and Europe's most respected artistes.



The Spring/Summer Collection Preview (By invitation only)

- 1 April, 7pm (Thurs) - Anteprema • G-Star
- 3 April, 3pm (Sat) - Fox Kids
- 3 April, 6pm (Sat) - Longchamp
- 8 April, 7pm (Thurs) - Karen Millen
- 10 April, 7pm (Sat) - Female and Nuyou Catwalk Collection
- 15 April, 7pm (Thurs) - Maxstudio.com
- 17 April, 3pm (Sat) - POA
- 17 April, 5pm (Sat) - Metro • MUJI

Decked in Denim (6 to 18 April – Paragon Atrium 2)

Vote for your favourite denim showcase, styled by Her World, Female and Nuyou fashion editors and stylists and win shopping vouchers!

Terms and conditions apply.

Citi Paragon Platinum MasterCard Exclusive

Receive \$30 Paragon vouchers with \$350¹ charged in a single receipt to the Citi Paragon Platinum MasterCard at Paragon. Other Citibank Credit Cardmembers will receive \$20.

For Citi Paragon Plartinum MasterCard members, top up your spending to \$1,200¹ and also receive an Origins Ginger bath and body set worth \$92.

Apply for your Citi Paragon Platinum MasterCard now at Citi Paragon Concierge and receive a \$20 Paragon shopping voucher. Terms and conditions apply.

G-Star G-No Keyring

Receive your limited edition G-Star G-No keyring worth \$69 with a minimum of \$400³ spent in a single receipt at Paragon.

³ Limited to one redemption per shopper per day, worth stocks last.

ii) TANGS Orchard

Fashion Party celebrations (2 April, from 7pm)

On Friday, 2 April 2010, the collections, featuring the designs of notable Singapore fashion designers like Thomas Wee and Peter Kor, will take to the catwalk at the Fashion Show to be paraded by top Singaporean models from the past, namely Lilian Sim, Melinda Ho, Torey Ong and Wendi Liong, to name a few. Expect music and light refreshments with a unique Singapore flavour for the night as well. The show begins at 7pm at TANGS Orchard, L2.

On the same night, the newly-dressed windows at TANGS will also be showcased as part of the Fashion Season @ Orchard's Window Display Competition.

To make things more exciting, the night will be filled with pockets of events:

1. GENYA Flower Tea Tasting
2. M.A.C Complimentary Flash Makeover
3. Straits Times Pocket Money Fund Photo Booth
4. HP TouchSmart Photo Booths
5. CALVIN KLEIN 'X Mark Your Spot' Photo Competition

Throughout the Fashion Season in April, TANGS will also host several fashion parties and events like the Samsonite Centenary Launch (by invitation only), 'Back to Nature' at TANG+Co with special appearance by Beverly Feldman (by invitation only), and the 40th Anniversary of Earth Day with the sale of brooches and badges personally made by TANGS staff using recycled material to raise funds for mother nature.

iii) The Centrepoint

Her World presents "Beauty Picks & Dessert Treats @ The Centrepoint" (17 April, 3pm to 5pm)

Venue: Häagen-Dazs @ The Centrepoint

Spend a delightfully cool afternoon with ice cream and drinks from Häagen-Dazs and get beauty tips from Her World Beauty Editor Pearlyn Tham. Staff of Crabtree & Evelyn will also be on hand to let participants try products and give guidance on hand, foot and body care and fragrance layering.

Programme

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| 2.30pm | Registration / Drinks to be served |
| 3.00pm | Readers to enjoy ice-cream from Haagen Daz |
| 3.30pm | Chat session and Q&A with Pearlyn (Her World Beauty Editor) and Helen Lek, General Manager of from Crabtree & Evelyn |

4.00pm Readers to proceed to Crabtree & Evelyn store for their gifts and other exclusive promotions
4.30pm End

Each participant will get a goodie bag with the following:

- \$20 shopping voucher from The Centrepoint
- Häagen-Dazs 1 for 1 voucher
- Her World trendy clutch
- \$20 Crabtree & Evelyn gifts

***Free Her World magazine for non subscribers*

Registration Fee

\$20 per person

\$35 per pair

Sign up for this party at www.thecentrepoint.com.sg.

Fabulous Shopping Weekend (9 – 11 April)

Celebrate a weekend of fabulous shopping at The Centrepoint. Enjoy extraordinary deals from ALDO, Bossini, Celia Loe, Esprit, Gap, Geox, Goldheart, Lacoste, Timberland and United Colors of Benetton. Simply present an original Fabulous Shopping Weekend coupon found in April's issue of Her World.

Free Shopping Vouchers (2 - 25 April)

Receive a \$10 The Centrepoint shopping voucher when you spend \$100 or more at selected L2 fashion stores.

Receive a \$20 The Centrepoint shopping voucher with a minimum spending of \$300 at any store.

Her World Special (2 - 25 April)

Get an additional \$10 The Centrepoint shopping voucher when you spend a minimum of \$300 and present The Centrepoint bookmark found in Her World April 2010.

Free Weekday Parking

Free first hour parking with a minimum spend of \$50. Present cashcard and receipt at Customer Service Counter.

iv) Mandarin Gallery

First 50 MasterCard holders to spend \$1,000 (max combine of 3 receipts) will receive a \$50 MG voucher per week. This promotion will last for 6 weeks.

v) Orchard Central

Fashion Party celebrations (2 April, 7pm – 11pm)

Join us for a night of fashion high as we bring you the best of OC fashion. Results of the March OC Girl will also be revealed.

The OC Girl contest runs from March to October 2010 at Orchard Central, to find the new face of OC.

OC will be offering complimentary makeovers (hair and makeup) to ladies aged between 18 to 28 years every Sunday from 1 p.m. to 6 p.m. Photographs of these ladies will be taken and the most photogenic girl will stand to win \$2,500 worth of prizes and a feature in a magazine each month.

The 8 monthly winners will vie for the OC Girl of the Year and the overall winner will stand to walk away with \$5,000 worth of prizes, a magazine feature, a modeling course and become the face of Orchard Central!

Couples in Spring Fashion Shows (3, 4, 10 & 11 April, 2 – 2.30pm & 4 – 4.30pm)

Orchard Central presents spring collections in Ladies and Gentlemen style.

Fashion Workshops (3, 4, 10 & 11 April 2010, 1pm, 3pm & 5pm)

Learn a tip or two from our Fashion Guru when you spend minimum \$30 (single receipt).

Complimentary \$5 OC Voucher (2 April to 9 May)

Spend minimum \$50 (maximum 2 combined same-day receipts) to receive a S\$5 OC Voucher.

Free Weekday Parking

Free first hour parking between 11am to 6pm with a minimum spend of \$20 in a single receipt. Spend \$30 in a single receipt and enjoy free parking from 6pm to 11pm.

Fashion Season @ Orchard Shopping & Dining Promotion

2 April to 9 May 2010

Be the first 120 shoppers each week to charge S\$200 (maximum of 3 charged slips) to your MasterCard and receive S\$10 shopping vouchers.

vi) 313@somerset

Fashion Party Night @ 313

Join us for the most fabulous fashion party to see and be seen at on Friday 2 April.

Runway Attractions

Make your way down for exciting fashion parades happening at 7pm, 8pm and 9pm.

Roving Activities Galore

Keep a look out for our FM313 DJs and enjoy free snacks and wonderful delights from 11pm to 2 pm and 5pm to 7 pm.

Free Parking

Free 2 hours Weekday Parking for the 1st 100 shoppers who spend \$50 (max.2 same day receipts) from Monday to Friday.

vii) Wisma Atria

Elle Life Makeover 2010 @ Wisma Atria (7 – 8 May at Wisma Atria Indoor Atrium, Level 1)

Through informative workshops, personalized consultations and a gamut of fun pocket activities, ELLE magazine will share fashion & beauty session with our shoppers.