

Factsheet (Updated 31 Mar)

Fashion Steps Out @ Orchard 2014 (FSO)

Friday 4 Apr – Sunday 18 May 2014

Name	Fashion Steps Out (FSO) 2014 / 跨越时尚乌节路
Inaugural Year	2010
Period	Friday 4 Apr – Sunday 18 May 2014
Organiser	Orchard Road Business Association
Official Card	MasterCard (since 2010)
Supported by	Singapore Tourism Board
Official Make-up	Cosmoprof Academy, using KRYOLAN professional make-up
Official Hair	REDS Hairdressing
Official Fashion Design Partner	Raffles Design Institute (RDI)
Venue Sponsors	<ul style="list-style-type: none"> • Paragon Shopping Centre for FSO 2014 Media Conference on 1 Apr 2014 • ION Orchard for Champagne Sundowner, Orchard Fashion Runway on 5 Apr 2014 • Topshop Topman Knightsbridge for After-Party, Orchard Fashion Runway on 5 Apr 2014
Official Fashion Magazine Partner	Harper's <i>BAZAAR</i> Singapore
Official Fashion Social Network	Clozette
Participating Malls	<ol style="list-style-type: none"> 1. 313@somerset 2. Forum The Shopping Mall 3. ION Orchard 4. Mandarin Gallery 5. Orchard Central 6. Paragon 7. Takashimaya Shopping Centre/Ngee Ann City 8. TANGS Orchard 9. The Centrepoint 10. Wisma Atria

Key highlights	<ul style="list-style-type: none"> • Champagne Sundowner (Saturday 5 Apr 2014) • Orchard Fashion Runway, longest runway on closed road (Saturday 5 Apr 2014) • After-Party @ Topshop Topman Knightsbridge (Saturday 5 Apr 2014) • Fashion Tower (Friday 4 Apr – Sunday 18 May 2014) • Fashion Reimagined (Monday 5 May – Sunday 18 May 2014) • Local Labels Exhibit @ Orchard Central (Thursday 27 Mar – Friday 11 Apr 2014)
Contact	www.orchardroad.org/fso www.facebook.com/fashionstepsout info@orchardroad.org Hashtag - #fashionstepsout

Orchard Fashion Runway	
Date	Saturday 5 Apr 2014
Time	630pm Champagne Sundowner – L1 ION ² 830pm Runway Show – Scotts/Paterson to Bideford junctions 930pm Orchard Fashion Runway After-Party @ Topshop Topman Knightsbridge (Exclusively for guests of Orchard Fashion Runway only)
Actual road closure	630pm – 1030pm
Participating Brands, Country, (No. of looks)	<ol style="list-style-type: none"> 1. Aimer, China (20) 2. Ashley Isham, Singapore (15) 3. David Koma, UK (10) 4. DEPRESSION, Singapore (5) 5. i.t, Hong Kong (20) 6. Manish Arora, France (20) 7. MAX&Co., Italy (15) 8. Robinsons, Singapore (40) 9. The Reckless Shop, Singapore (5)
Total no. of models and looks presented	150
Total length of runway	660m

Fashion Tower	
Date	Friday 4 Apr – Sunday 18 May 2014
Illumination	630pm - 12 midnight daily
Height of Fashion Tower	10 metres

Orchard Fashion Runway After-Party	
Date	Saturday 5 Apr 2014
Venue	Topshop Topman Knightsbridge
Time	930pm (Exclusively for guests of Orchard Fashion Runway only)
Description	<p>Topshop Topman Knightsbridge joins in the celebration of everyday fashion this FSO!</p> <p><u>Orchard Fashion Runway After-Party</u> For the first time, Topshop Topman Knightsbridge will host the Orchard Fashion Runway After-Party. The buzz continues till late night for guests of Orchard Fashion Runway with exclusive shopping deals, canapés, Instaprint photo booth and a special DJ spin.</p>

Fashion Reimagined	
Date	Monday 5 May – Sunday 18 May 2014
Venue	Paragon Shopping Centre, Atrium 1
Description	<p>Promising designers of Raffles Design Institute (RDI) will convert shopping bags from Paragon Shopping Centre and participating retailers on Orchard Road into wearable and fashionable apparel.</p> <p>There are a total of 14 outfits exclusively presented by 30 RDI students:</p> <ol style="list-style-type: none"> 1. Adolfo Dominguez (2 female outfits) 2. Anteprema (2 female outfits) 3. G-Star Raw (1 male + 1 female outfits) 4. GUESS (1 male + 1 female outfits) 5. Karen Millen (2 female outfits) 6. Paragon (2 female outfits) 7. POIS (2 female outfits)

Local Labels Exhibit @ Orchard Central	
Date	Thursday 27 March – Friday 11 April 2014
Description	<p>In an effort to enliven Singapore's local fashion scene, Orchard Central will showcase the collections of 4 local designers with 5 iconic pieces each from their Spring-Summer Collection. A total of 20 designs will be featured.</p> <p>The designers are:</p> <ol style="list-style-type: none"> 1. MATCHBOX 2. SABRINAGOH 3. Sans & Sans 4. The Reckless Shop

Shopping with MasterCard	
Date	Friday 4 Apr – Sunday 18 May 2014
Description	<p>MasterCard®, the Official Card for FSO 2014 for the 5th year running, joins in the celebration of fashion's finest.</p> <p><u>MasterCard Spend & Redeem</u> Receive \$30 shopping vouchers with minimum spend of \$300, limited to a maximum of 5 same-day receipts</p> <ul style="list-style-type: none"> • Week 1 – 3 (Friday 4 Apr – Thursday 24 Apr 2014) – Limited to first 100 MasterCard cardholders per week • Week 4 – 6 (Friday 25 Apr – Sunday 18 May 2014) – Vouchers will be issued while stocks last • Terms and conditions apply <p><u>Shop, Dine and Win Draw</u></p> <ul style="list-style-type: none"> • Non-MasterCard cardholders receive 1 chance to win with every \$50 spent in a single receipt • MasterCard cardholders receive 3 chances to win with every \$50 spent in a single receipt • Shopping vouchers to be won weekly over 6 weeks • Week 1 - 5: 2 winners x \$500 shopping vouchers per winner • Grand Draw on Week 6: 5 winners x \$1,000 shopping vouchers per winner • Terms and conditions apply
Participating Malls	<ol style="list-style-type: none"> 1. 313@somerset 2. Forum The Shopping Mall 3. ION Orchard 4. Mandarin Gallery 5. Orchard Central 6. Paragon 7. Takashimaya Shopping Centre/Ngee Ann City 8. TANGS Orchard 9. The Centrepont 10. Wisma Atria

Fashion Steps Out @ Orchard 2014 on Clozette	
Date	Wednesday 2 Apr – Wednesday 21 May 2014
Website	www.clozette.co/fso2014
Description	<p>Clozette is the Official Fashion Social Network for FSO 2014 and will be hosting a series of social engagement activities throughout the festival.</p> <p>Look forward to live coverage of key FSO 2014 events, spot Clozette's ambassadors' in their modish get-up at 'Shop The Look' and join in the fun with Clozette's specially designed Puzzle Game and Instagram Photo Contest</p>

(shopping vouchers worth \$8,000 is waiting to be won!). Log on to www.clozette.co/fso2014 for more details.

For more information, please visit www.orchardroad.org/fso, www.facebook.com/fashionstepsout.

Official hashtag for FSO 014 – #fashionstepsout

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