

Press Release

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MEN'S FASHION WEEK SINGAPORE 2012 UNVEILS TOP DESIGNERS AND ROCKING MUSIC ON OPENING NIGHT

Explosion of J-Pop and K-Pop bands on the Sands runway rocks the launch of the week-long fashion fête showcasing the latest collection from Asian, European and U.S designers

Singapore (April 18, 2012) – Reserved VIP seats, finishing touches to the catwalk, final sound-checks and harried alterations to the collection was the scene just hours before Men's Fashion Week (MFW) Singapore 2012 kicks off tonight. Joining Paris and Milan, the undisputed fashion capitals of the world, Singapore launches the prestigious MFW Singapore 2012 this evening with an exciting show and a dapper collection by Nick Hart of the coveted Saville Row label **Spencer Hart**. This bespoke British designer counts Hollywood A-listers as his regular clientele.

The evening will continue with a showcase of the innovative collection from Korean designer **Songzio** and an opening night cocktail bash and performances by Korean pop sensations **Sungha Jung**, **Megan Lee** and **8Eight**.

From tonight until its finale on Sunday, 22 April, Men's Fashion Week (MFW) Singapore 2012 will spotlight close to 20 fashion shows, including nightly entertainment, a closing Gala Ball and a line-up of fashion exhibitions and shows at The Shoppes at Marina Bay Sands. These events have been a product of months of planning and execution and will wow the global fashion community. The Shoppes at Marina Bay Sands also returns as the Title Sponsor to this second men's fashion extravaganza, featuring fashions from 18 designers from America, France, Germany, the United Kingdom, Japan, Korea and Singapore, 14 musical performances and show-stopping after parties.



Mr. Mark Juliano, Marina Bay Sands Senior Vice President of Marketing, said, "Marina Bay Sands is all about creating an exceptional experience through signature events. This is only achievable when you explore possibilities outside the box. The inaugural Men's Fashion Week last year, a first for Singapore, was borne out of this kind of creative thinking. Its success means the city is well on its way to join the ranks of the world's fashion capitals, Paris and Milan. It has now become our signature event and we intend to deliver a once-in-a-lifetime fashion showcase for our shoppers and visitors during this special week. After tonight's spectacular opening, we are excited about the glamour and the fashionable line-up in store for us in the week to come."

Organized by Fide Productions Pte Ltd, MFW Singapore 2012 is poised to cement Singapore's position as one of the top 10 fashion capitals of the world. Representing some of the best menswear designers from Asia and across the globe, this world-class event is the definitive platform for international, regional and local labels to make a global impact.

"After last year's success, we wanted to continue to grow. We aimed to showcase Asia's best alongside proven international labels and I think we have done just that. Every show is a standalone, and we have specially selected top regional musical acts as style collaborators. To reciprocate, every designer of the labels being shown have agreed to be present for this event!" shared Frank Cintamani, Chairman of MFW Singapore, Women's Fashion Week (WFW) Singapore and *Haute Couture Week Asia*.

Aptly themed the Music and Men's Fashion Week (or M²FW) edition, guests will experience a fusion of sartorial elegance and rhythmic beats, ranging from classical tunes performed by Steinway pianists to charismatic and soulful singers to adrenalin-pumping K-Pop and J-Pop bands.

The second evening will see five vastly different and distinctive Korean labels take to the stage – **Beyond Closet, Vandal, Resurrection, D.GNAK** and **General Idea**. Midway through fashion week, an all-star Japanese line-up of **Diet Butcher Slim Skin, Jun Hashimoto, Pascal Donquino** and **Factotum** will set the runway ablaze. Japanese sensations, H Zett M and Kamiji Yusuke plus American-born Japanese-Korean, Yuna Ito, will entertain in-between the fashion shows.

Reckless Ericka, the sole Singapore representative will start the ball rolling for the other international labels on the fourth day of MFW Singapore 2012, including **Bodybound** (UK), **Alexis Mabille** (France), **Casely Hayford** (UK), **Matthew Miller** (UK) and **Richard Chai** (US). Music entertainment during the show intervals will come in the form of Eli T (Singapore), Royal Pirates (Korea) and BIE (Thailand).

The Closing Night will feature a Charity Gala with an extravagant **MCM** (Germany) showcase of 80 amazing outfits and special celebrity appearances. This will be followed by a performance by Eli T (Singapore) and the highly-anticipated MFW Singapore 2012 Closing Party.



There will be 600 seats per show, with 20% of the show tickets, priced between S\$60 – S\$180 each (does not apply to Gala evenings), available to the public from SISTIC (www.SISTIC.com.sg), Marina Bay Sands website (www.marinabaysands.com) or MFW Singapore 2012 website (www.fideproductions.com).

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/FideFashionWeek

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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

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