



PRESS RELEASE

For Immediate Release

THE 2ND WOMEN'S FASHION WEEK AND FRENCH COUTURE WEEK 2012 SINGAPORE RETURNS WITH A SCINTILLATING LINE-UP

*The All-Encompassing Fashion Season Showcases The Latest Prêt-À-Porter Collection
Of International Labels And The Best of Paris Haute Couture,
With Asian Couture and Japan Couture Shows Added!*

Singapore, 1 November 2012 – The best of the international fashion labels and Parisian Haute Couture will, for the second time, descend upon The Shoppes at Marina Bay Sands, as the 2nd Women's Fashion Week And French Couture Week 2012 Singapore kicks off from 23 – 25 November and 29 November – 2 December 2012 respectively.

Two new Couture shows, spotlighting Asian Couture labels from Bangkok, China, Hong Kong and Mongolia, and Japanese Couturiers on have been added to the already-impressive line-up on the 27th November and 28th November respectively.

Held at The Pavilion at Bayfront, The Shoppes at Marina Bay Sands, this highly anticipated nine-day fashion event will feature the latest *prêt-à-porter* collection from international labels during Women's Fashion Week 2012 Singapore while the French Couture Week 2012 Singapore will showcase exquisite Haute Couture pieces from Parisian Haute Couture houses.

Amongst some of fashion's brightest luminaries, celebrities and VIPs who have confirmed their attendance at the French Couture Week 2012 Singapore include **Ms Suzy Menkes**, the formidable fashion critic of the International Herald Tribune, **Mr Didier Grumbach**, President of the Chambre Syndicale de la Haute Couture, **Ms Lyne Cohen-Solal**, Deputy Mayor of Paris in charge of Commerce and Craft, **Dr Satoshi Onuma**, President of the Bunka Fashion College, and Japanese designer **Mr Kenzo Takada**.

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In addition, International DJ **Mr X**, UK-based Asian Ballet Dancer **Matthew Koon**, Korean-American “Prince of Ballads” **Tim Hwang**, and top models from Mongolia and China will add much glamour to the event.

Mr Mark Juliano, Senior Vice President of Marketing, Marina Bay Sands, said, “With the second installation of Women’s Fashion Week and French Couture Week Singapore, The Shoppes at Marina Bay Sands has raised the bar yet again as the leading fashion destination in Asia.

“We take great pride in presenting a world-class platform for our retailers to showcase their best to a wider Asian and international audience. With the outstanding architecture that The Shoppes at Marina Bay Sands has to offer, this is a golden opportunity to show our support and commitment to our retailers in making this year’s event an unforgettable one.”

Dr Frank Cintamani, Singapore’s Chairman and Founder of Fide Fashion Weeks array of fashion initiatives, said, “It is important to first understand that Haute Couture embodies the very highest discipline in fashion. Only then we will appreciate that the future of Haute Couture must include Asia.

“Like last year, there will be eight designers who are either Grand Couturiers or invited members of the Chambre Syndicale de la Haute Couture. While the focus will still remain on the rich heritage and exquisite craftsmanship that are inherent to Haute Couture, several of these Haute Couturiers have pushed the creative envelope in terms of design by using materials and concepts not traditionally associated with dressmaking.”

Adding further, “There will be a very distinctive addition to our platform this year with the inclusion of several highly established Couturiers from across Asia, namely China, Hong Kong, Japan, Thailand, and even Mongolia will be represented by seven Asian Couturiers that are supreme designers in their respective countries.”



“We have carefully selected these elite Asian Couturiers with a very determined objective of showing to the world that Asia contributes substantially to the fashion industry than just being the world’s consumers and manufactures of fashion, that we will indeed be a very important force in taking a global lead in determining the future of fashion.”



23 – 25 November 2012: WOMEN’S FASHION WEEK 2012 SINGAPORE

Women’s Fashion Week 2012 Singapore will showcase international fashion labels fashion available at The Shoppes at Marina Bay Sands. Over the three-day fashion event, fashionistas will witness this season’s latest collections by participating labels including **6Five Barcode featuring Pierre Balmain, Anne Fontaine, Banana Republic, Bread & Butter, Brooks Brothers, Hervé Léger, Moïselle, Silvian Imberg and Tommy Hilfiger.**

By-invite only, shoppers can expect a stunning line-up of the season’s hottest looks and coolest trends. Among other show stopping displays, audiences can preview the elegant creations from French designer Anne Fontaine as she unveils her brand’s new Spring/Summer 2013 collection for the very first time. New-to-market brands Silvian Imberg and Moïselle will also be staging their very own full-fledged runway shows for the first time in Southeast Asia on this international platform.

WOMEN’S FASHION WEEK 2012 SINGAPORE SCHEDULE

Time	23 rd Nov (Fri)	24 th Nov (Sat)	25 th Nov (Sun)
5.00pm	-	Brook Brothers / Tommy Hilfiger	Banana Republic
7.00pm	Hervé Léger	Silvian Imberg	6Five Barcode featuring Pierre Balmain
9.00pm	Bread & Butter	Anne Fontaine	MOISELLE



20ASIAN12 COUTURE Singapore

THE SHOPPES AT MARINA BAY Sands SINGAPORE

27 November 2012: ASIAN COUTURE 2012 SINGAPORE

Four stunning collections by Asian Couturiers will make their inaugural mark at this showcase. China's **Guo Pei** will showcase her complete "Legend of the Dragon" collection in combination with her retrospective collection; Thailand's **Asava by Polpat Asavaprapa** will show his Autumn/Winter 2012-13 Collection; **Barney Cheng** from Hong Kong, while Mongolia's **Torgo by Bold Ochirjantsan** close the evening with his stunning Couture collection.

ASIAN COUTURE 2012 SINGAPORE SCHEDULE

Time	Asian Couture Show
6.00pm	<i>Legend of the Dragon</i> by Guo Pei (China)
7.15pm	<i>Asava</i> by Polpat Asavaprapa (Thailand)
8.30pm	Barney Cheng (Hong Kong)
9.45pm	<i>Torgo</i> by Bold Ochirjantsan (Mongolia)

20JAPAN12 COUTURE Singapore

THE SHOPPES AT MARINA BAY Sands SINGAPORE

28 November 2012: JAPAN COUTURE EVENING 2012 SINGAPORE

Featuring three of Japan's most respected Couturiers – **Somarta by Tamae Hirokawa**, **Junko Shimada** and **Yumi Katsura**, this showcase is a testament to the event's commitment to provide an invaluable platform to Asian designers, where they can showcase and gain wider exposure for their creations beyond their domestic shores.

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JAPAN COUTURE 2012 SINGAPORE SCHEDULE

Time	Asian Couture Show
7.00pm	Somarta by Tamae Hirokawa
8.15pm	Junko Shimada
9.30pm	Yumi Katsura



THE SHOPPES AT
MARINA BAY Sands
SINGAPORE

FRENCH COUTURE WEEK 2012 SINGAPORE

29 November – 2 December 2012

The four-day showcase of the highest form of fashion, Parisian Haute Couture, will be most exhilarating and spellbinding. Continuing last year's debut showcase as a collective in Singapore, this year's French Couture Week 2012 Singapore will impress with a stunning display of boundless creativity and imagination.

In addition, Singapore's premiere Couturier, **Thomas Wee**, will return for the second time this year, to showcase his Spring/Summer 2013 creations that exemplify the acme of cut and drape, as part of French Couture Week Gala on 29 November 2012.

Out of eight Parisian Haute Couturiers to showcase, three of them, who wowed the Singapore audience last year are **Christophe Josse**, **Gustavo Lins** and **Alexis Mabille**.

Making their debut at French Couture Week 2012 Singapore are Haute Couturiers **Bouchra Jarrar**, **Julien Fournié**, **Maurizio Galante**, on aura tout vu by **Livia Stoianova** and **Yassen Samouilov** and **Yiqing Yin**.

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Maurizio Galante, the special guest at today’s press conference, held at the residence of the French Ambassador to Singapore, His Excellency Olivier Caron, presents a preview of six spectacular pieces. For his show at French Couture Week 2012 Singapore, Maurizio Galante will specially create 15 new creations that will showcase alongside his iconic retrospective pieces.

Christophe Josse, Alexis Mabille and Yiqing Yin will present their Fall/Winter 2012 Haute Couture collection, while Julien Fournié will present his Fall/Winter 2012 Haute Couture combined with looks from his First Colours Collection (Spring/Summer 2011 Haute Couture). Gustavo Lins and Bouchra Jarrar are presenting a retrospective collection of their most inspiring creations while on aura tout vu by Livia Stoianova and Yassen Samouilov will present looks from their two most recent collections.

All participating Haute Couturiers will rework their show presentation or will specially make new pieces for the Singapore show to give audiences here a fresh perspective. All the Haute Couturiers will also be in Singapore to take their curtain bow after their show.

FRENCH COUTURE WEEK 2012 SINGAPORE SCHEDULE

Couture Pour Homme Show & Couture Exhibition

29 November 2012 (Thur)

- 4.00pm Thomas Wee

- 5.00pm Parisian menswear designer, Marc-Antoine Barrois (marcantoinebarrois.com), dubbed “Couturier Pour Homme”, was an apprentice to Grand Couturier Dominique Sirop. He will present his styles from his menswear collections starting from 2010 to the present, with several looks that will debut here.

- 7.00pm A Couture exhibition with models in Haute Couture gowns showcased in tandem with the use of interactive digital displays to illustrate the various ‘live’ Couture installations.



30 November 2012 (Fri)

- 2.00pm Symposium on the 'Globalisation of Haute Couture' (venue to be confirmed) with panelists - Mr Didier Grumbach, President of the Chambre Syndicale de la Haute Couture, Dr Satoshi Onuma, President of the Bunka Fashion College and Couture designers
- 7.00pm Yiqing Yin
- 8.15pm Maurizio Galante
- 9.30pm Julien Fournié

1 December 2012 (Sat)

- 7.00pm Christophe Josse
- 8.15pm Gustavo Lins
- 9.30pm Alexis Mabille (After-show party with DJ Mr X)

2 December 2012 (Sun)

- 7.00pm on aura tout vu by Livia Stoianova and Yassen Samouilov
- 8.15pm Bouchra Jarrar
- 9.30pm Official Closing Party hosted by on aura tout vu (Theme: FIRE)

French Couture Week 2012 Singapore is supported by the French Embassy and is a part of Voilah! French Festival Singapore.

For ticketing information on Women's Fashion Week 2012 Singapore, Asian Couture 2012 Singapore, Japan Couture 2012 Singapore and French Couture Week 2012 Singapore, please contact (+65) 9357 4644 or ticketing@efgfidefashionweeks.com For more show information and latest updates on shows, designers, schedules, personalities attending, please visit www.fidefashionweeks.com and its Facebook Fan page www.facebook.com/fidefashionweeks.

Images can be downloaded from this link: <https://www.yousendit.com/download/WUJaeFVjNDJlUWUE4RmNUQw> (497.9MB, link expire 6 Feb 2013)

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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 FIDE FASHION WEEKS

Fide Fashion Weeks have been the leading force behind some of the most exclusive fashion weeks in Asia. In addition to an annual presentation of Women's Fashion Week and Asian Couture Week, Fide Fashion Weeks complete their impressive offering with the only Men's Fashion Week in Asia (3rd in the world after Paris and Milan) and the only authorized French Couture Week given permission by the Chambre Syndicale de la Haute Couture to host a collective of Haute Couture designers outside of Paris, France. Fide Fashion Weeks aims to maintain its objective of presenting the very best of international fashion in Asia and the creation of a platform for gifted Asian designers to showcase their talents to the world. For more information, please visit www.fidefashionweeks.com.

***The information given is correct at time of printing and dissemination. The organiser reserves the right to amend or change the schedule, designers or information related to the event at their discretion and without further notice.*

**** The Management of Marina Bay Sands would like to extend its sincere thanks to Salon 360^o for hair-styling and Lancôme Beauty Institute for make-up for Women's Fashion Week.*