



Orchard Reloaded is a three-week long event (1 May to 22 May) that will launch the new Orchard Road to Singapore residents and visitors. The programme is initiated by ORBA, co-organised by SPH Magazines Pte Ltd (SPH Magazines) and SPH MediaBoxOffice Pte Ltd (SPHMBO), and supported by Singapore Tourism Board (STB).

Female & Nuyou Longest Orchard Catwalk 2009 (1 May, 7pm to midnight)

The Female & Nuyou Longest Orchard Catwalk 2009 is the first multi-label catwalk show on a stage of more than 100 metres in length on Orchard Road.

Members of the public are also invited to come dressed in their best to be part of the mega fashion party. URBAN, by The Straits Times, will have the Fashion Police on hand to spot the "Best Dressed" audience among the crowds. Those who catch the eye of the Fashion Police will be featured in URBAN's Hey Good-Looking page and stand a chance to win \$500 shopping vouchers.

After the show, invited guests as well as all shoppers at Orchard Road can party till midnight to the latest music selected by Radio 91.3FM, the English radio station by SPH UnionWorks. DJ Boy Thunder will be onsite playing top 30 hits live from the CentreStage, all the way till midnight.

Those who prefer to enjoy a good after-show meal with friends can take their pick from the numerous cafes, F&B outlets, award-winning restaurants and hotels along Orchard Road.

To get the public excited about the event, fashion "webisodes" will be filmed and aired on The Straits Times Razor TV. SPH's Internet TV station will bring audiences all the drama and footage of models at fittings and rehearsals, behind-the-scenes footage, the actual catwalk and more.

More about the Great Line-up of events and activities from 2 to 22 May 2009

Orchard Road comes alive during the 3 weekends of 1 to 22 May 2009 with stage activities held at the CentreStage erected at the pedestrian walkway fronting Ngee Ann City's fountain at one of Orchard Road's Urban Green Rooms.

Street performances in the evenings from 7pm to 11pm will add more buzz to Orchard Road on 2, 8, 9, 15, 16 and 22 May 2009. The exciting line-up includes makeover sessions, fashion shows by up-and-coming brands and the "Be a Catwalk Model" street cast project. There will also be live radio shows by Radio 91.3FM and Radio 100.3FM and band performances, as well as Female & Nuyou cover picture photo opportunities.

Raffles Designers Blossom in Orchard (2 May, 7pm to 11pm)

Orchard Reloaded is also showcasing the **Raffles Designers Blossom in Orchard** catwalk show, featuring recent graduates from the Raffles Design Institute's Fashion Design department and their graduation collections on 2 May, 8pm. This will be held at the CentreStage along the Orchard Road pedestrian walkway. This event will help boost interest in local designers and help redefine Singapore as a cutting-edge fashion and lifestyle hub.

Re-discovering Designs - Raffles Designers Showcase @ Urban Green Room (1 – 22 May)

From 1 to 22 May, one of the new spaces on the pedestrian walkways of Orchard Road – called Urban Green Rooms – will be transformed into the **Raffles Designers Showcase**. It will highlight some up-and-coming talents from Raffles Design Institute and their work in Fashion Design, Interior Design, Visual Communications, Furniture Design, Jewellery Design and Interactive Media Design.

One of the Urban Green Rooms will be turned into a fashionable window showcase in collaboration with Raffles Design Institute to feature local talents. Called the Raffles Designers Showcase, it will highlight some of the school's up-and-coming design talents and their work. It will include recent collaborations with Orchard Road retailers, such as Robinsons and Centrepoint Shopping Centre. Costume jewellery made of recycled glass beads, hair salon concepts and haute-couture gowns created from bed linen are just a few of the innovative pieces to be seen. The National Arts Council will also be programming performances during the Singapore Arts Festival at other Urban Green Rooms to entertain the public.

Merging Fashion & Art (8 & 9 May, 7pm to 11pm)

Shoppers will surely enjoy the Body Art painting demonstrations, showcasing wearable art on beautiful bodies using the three themes of the new Orchard Road zones - floral, forest and fruits. To add in an element of fun, Singaporeans and visitors to Orchard Road can fulfill their dreams to be models with the "Be a Catwalk Model" project, where they will be taught how to do the catwalk while street casting is done by Runway Concepts, at the CentreStage.

Exploring Fashion & Music (15, 16 & 22 May, 7pm to 11pm)

Fashion and music certainly goes hand in hand. At the CentreStage, shoppers can enjoy a makeover session and music at the same time. From 8pm to 10pm, popular DJs of SPH UnionWorks' Radio 91.3FM and Radio 100.3FM will be onsite to share fashion tips and music selections, and bring fun and games to shoppers. There will also be band performances.

Get the Fashionable Look or Be an Instant Lucky Winner (8, 9, 15, 16 & 22 May, from 8pm to 11pm only)

This is a collaboration with UOB cards to bring make-over and Female & Nuyou cover girl opportunities to Orchard Road and UOB Cards shoppers. UOB Lady's Card redemption counter operates every **Friday (7pm to 10pm) and Saturdays and Sundays (12noon to 10pm)** where every same-day charge slip of the card entitles the shopper to a sure-win lucky dip. Prizes include a glamour makeover, iTouch, digital cameras, shopping vouchers, spa vouchers and more.

Special Store promotions

To give Singaporeans and visitors alike even more reasons to shop at Orchard Road, there will be special promotions over the three weeks at the following malls and retailers:

1. Isetan

From 30 April, shoppers can get a FREE RMK Beauty Gift Set inclusive of 2 piece items of foundation and face protector with SPF protection (worth \$80) with minimum \$150 nett spent at Isetan Men's level 3 @ Isetan Scotts.

- Limited to 1 gift set per customer, while stocks last.
- Terms and conditions apply.

2. Metro

Cosmetics & Fragrances: 50% discount off selected brands Armand, Banana Republic, GAP fragrances. Ladies Fashion: Buy 1st piece at 10% to 15% discount and the 2nd piece at 20% to 25% discount for selected brands.

- Mens Fashion*: Buy 2 pieces, with the 2nd piece of the same brand at equal or greater value than the 1st to enjoy an additional \$10 off with a minimum nett purchase of \$60 in a single receipt.

- Children's products*: With any purchase of regular priced Peony merchandise, customers can purchase selected items at 50% discount.

- Home Linen*: Buy 1st piece at regular price & get the 2nd piece at 50% discount.

* Both pieces must be of the same brand.

* Retail price of the 2nd piece must be the same or lower than the 1st piece.

* Only on regular priced items

Check in stores for more details of participating brands.

3. Topshop and Topman

40% off 2nd piece from 29 April - 3rd May 2009.

- Discount applicable to regular-priced items only.
- 2nd item should be of equal or lower value than 1st item.
- Not valid with other promotions, discount, sales or consignment items.
- Not valid on the purchase of gift cards.

4. G2000

Purchase 2nd item at 50% off on selected items from the G2000 Summer 2009 Collection.

- Log on to www.g2000.com.sg for more updates on our new launches and latest promotions.

5. FOX

Enjoy 40% off the 2nd piece purchased from Fox Adults and 50% off 3rd piece purchased from Fox Kids & Baby.

- Discount only applicable on the lowest priced item.
- Valid on regular-priced items only.
- Other terms and conditions apply.

6. DFS Galleria

Receive a limited edition, exclusively designed leather passport holder when you spend \$600 at DFS Galleria.

7. Tangs

In celebration of Mother's Day, Tangs has selected an array of gift ideas and treats for mums. Surprise your beloved mother with a carnation from Tangs when you shop at Tangs on 10 May, Sunday. Visit www.tangs.com.sg or check in-store posters for details.

8. Paragon

Receive a hair beauty gift pack worth over \$150 when you spend \$300* at Paragon from 1 – 22 May.

*Maximum of 2 same-day receipts, with at least 1 receipt from any of the Hair & Beauty outlets.

- Valid for the first 300 shoppers, and one redemption per shopper per day, while stocks last.
- Bill payments and medical charges are not eligible.

9. Wisma Atria

- Ashley Isham Red Carpet Exhibition at Indoor Atrium, Level 1, from 6- 21 May.

- Free Haagen Dazs Original collection mini cup with min \$50 spend

- Valid from 1 – 10 May, limited to first 50 shoppers per day and while stocks last.

Orchard Reloaded Shoppers Draw

Beyond the special promotions, there will also be an *Orchard Reloaded Shoppers Draw*.

Shoppers who spend \$30 and above in a single receipt at participating Orchard Road stores and malls stand to win prizes worth a total of \$20,000 in shopping vouchers & other prizes. Paragon, Ngee Ann City, Tang Plaza, Wisma Atria, Tangs, Isetan, Metro, DFS, Wing Tai fashion stores and Tyan@Palais boutique - total of about 1,000 stores along Orchard Road are participating in this draw.

From 1 to 22 May, shoppers who spend a minimum of \$30 at participating stores and malls at Orchard Road will stand a chance to be among 20 lucky winners of prizes such as shopping vouchers and Lee Hwa Jewellery sets worth a total of \$20,000.

To participate, shoppers just need to SMS the following to 77877:

OR<space>Name<space>NRIC<space>Shop<space>Receipt Value<space> Receipt Number

Participating stores and malls in Orchard Road: *Banana Republic, Ben Sherman, Coach, DFS Galleria, Dorothy Perkins, FOX, GAP, G2000, Isetan (Shaw House & Wisma Atria), Jimmy Choo, Karen Miller, Lee Hwa Jewellery, MaxStudio.com, Miss Selfridge, Metro Orchard, Paule Ka, Sonia Rykiel, Tangs Orchard, TYAN@Palais, Topshop, Topman, Vivienne Tam, Warehouse and at the following malls: Ngee Ann City, Paragon, Tang Plaza, Wisma Atria*

The electronic draw will happen on 25 May. Results will be announced, and winners contacted on 3 June.

The prizes are as follows:

1st	:	\$5,000 in shopping vouchers + \$1,476 Lee Hwa Jewellery set
2nd	:	\$2,000 in shopping vouchers + \$1,476 Lee Hwa Jewellery set
3rd	:	\$1,000 in shopping vouchers + \$1,476 Lee Hwa Jewellery set
4th to 20th	:	Consolation prizes of \$500 in shopping vouchers each

For further information, please refer to www.orchardroad.sg from 29 April 2009.