

Press Release

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MARINA BAY  **Sands**[®]
SINGAPORE

20 WOMENS 11
Inaugural FASHION WEEK Singapore

THE SHOPPES AT 
MARINA BAY **Sands**[®]
SINGAPORE

HAUTE COUTURE WEEK - SINGAPORE

AT THE INAUGURAL WOMEN'S FASHION WEEK 2011 SINGAPORE

The Women's Fashion Extravaganza To Take Place 26th to 30th October

Singapore, 8 September 2011 – Following the immense success of Men's Fashion Week 2011 (MFW 2011) Singapore, held in March/April this year, is the inaugural **Women's Fashion Week 2011 (WFW 2011) Singapore** to be held at the Expo and Exhibition Centre, Marina Bay Sands once again, thanks to the event's Title Sponsor, The Shoppes at Marina Bay Sands. Organised by Fide Multimedia and SENATUS, WFW 2011 Singapore will present a season of exclusive shows which will showcase *Haute Couture Week - Singapore* from **26th to 30th October**.

Frank Cintamani, WFW 2011 Singapore's Chairman and Founder of Fide Multimedia, says, "Throughout its rich history, both *Haute Couture* and the *Chambre Syndicale de la Haute Couture* which regulates it, have been regarded as representing the most exceptional, refined and skilled fashion and couture in the world. With Singapore's evolving position as a sophisticated and affluent global centre for fashion, it is both timely and appropriate that *Haute Couture*, which is the epitome of fashion talent, expertise and craftsmanship, should be so extensively represented here at the Marina Bay Sands in Singapore".

"*Haute Couture* has quite rightly garnered critical acclaim, cultivated exceptional design talents and decorative traditions. I am therefore particularly excited that over 140 years of artistry and passion should be revealed to a wider Asian audience through WFW 2011 Singapore initiative. In doing so, it will develop a stronger future and presence in Singapore and Asia and as well as build upon an already exceptional legacy", adds Frank.

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"In achieving this unique event in bringing Paris to Singapore, it is our aspiration to likewise bring Singapore and Asia to Paris. There is an enormous creative fashion talent, depth of experience and skill in Singapore and Asia that, without doubt, would be both appreciated and be of great interest to those in Paris and the rest of the world. It is our dream to build upon everything that we are doing so as to create a fashion bridge between these exciting and dynamic cultures", concludes Frank.

Didier Grumbach, President of the *Fédération Française de la Couture, du Prêt à Porter des Couturiers et des Créateurs de Mode* says, "Fashion is the most visible and exciting reflection of globalisation. It has a unique ability to bring together influences, perspectives and creativity from different cultures and traditions. This global intermingling and fusion of ideas is core to Fashion's ability to remain relevant, inspiring and challenging. Such 'Metissage' is the future.

Despite what may seem like a world undergoing a period of intense crisis, *Haute Couture Week - Singapore*, which is being organised by WFW 2011 Singapore, is a clear sign of optimism. It underscores Fashion's unique quality in reaching out across the globe and we are therefore extremely delighted to have engaged those shared passion for creativity, beauty and excellence with WFW 2011 Singapore."

Mark Juliano, Marina Bay Sands' Senior Vice President of Marketing, said, "The Shoppes at Marina Bay Sands has once again proven itself to be the jewel in the crown of the global retail scene. Continuing the success of the MFW 2011 Singapore early this March, we are even prouder this time to present the inaugural WFW 2011 Singapore. With The Shoppes' unprecedented collection of the most renowned and new to market luxury brands, we believe we will garner an even wider international significance as the world's leading shopping destination".

Kien M Lee, WFW Director and Founder of SENATUS, says, "It is with great honour that we present the best of *Haute Couture* from Paris, and to have *Grand Couturiers* like Gustavo Lins and Stéphane Rolland join us today as we unveil what is set to be a celebration of artistry at its highest levels. *Haute Couture* leads the fashion industry with innovation, yet juxtaposes its existence with creations that are timeless. To be successful in achieving this feat requires the skill, vision and craftsmanship that WFW 2011 Singapore is set to showcase to Singapore and the rest of Asia".

Gustavo Lins is an official member of the *Chambre Syndicale de la Haute Couture 2011* who has apprenticed with the likes of John Galliano, Lecoanet Hemant and Jean-Paul Gaultier Couture. The 50-year-old studied to be an architect in his native Brazil but swapped his rulers and blueprints for needles and drapery instead, a decision that has seen many good returns and success. Known for the exquisite *drapé* of his dresses, clues to his previous profession are seen in the slim, straight-shouldered silhouette of his womenswear.

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Stéphane Rolland, a designer whose genius was recognised at the young age of 20, was hired right out of the *Chambre Syndicale de la Couture Parisienne* where he studied fashion to work on Balenciaga's menswear collection. He was later promoted to Creative Director within a year of his employ. Now one of the few admitted to the very small circle of the eleven houses of 'Haute Couture', with a *couture* house under his own name, the designer is known for his statement ensembles as well as his modern and original interpretation of *couture* with a clientele dossier that ranges from royalty to celebrities like Beyoncé, Cheryl Cole and Rihanna.

Daniel Boey, Creative Director of WFW2011 Singapore and internationally-acclaimed runway show producer, concurs, "Couture is the purest echelon of fashion. The *couture* shows are on a completely different level from the ready-to-wear shows. I am really excited to be able to work with each individual creative *haute couturier* to conceptualise and produce a stunning tableau of fashion theatre."

In addition to Gustavo Lins and Stéphane Rolland's participation at WFW 2011 Singapore, up to seven other designers, amongst them Maxime Simoens, Dominique Sirop, Eymeric François, Christophe Josse, designers who are either *Haute Couturiers* or invited members of the *Chambre Syndicale de la Haute Couture*, who have just confirmed their participation in the five-day fashion event. More details will be announced in early October.

The inaugural WFW 2011 Singapore is supported by the French Embassy and endorsed by Encore!.

"Since Singapore is now a hub for fashion, we are pleased that several French haute couturiers have been invited to showcase their talent at a high profile event like *Haute Couture Week - Singapore* at Women's Fashion Week 2011 Singapore," says His Excellency Olivier Caron, Ambassador of France to Singapore.

"Encore - The European Season in Singapore - is delighted to support Women's Fashion Week and in particular the bringing from Paris to Singapore a number of exceptional 'Grand Couturiers'. In doing so, it reflects Singapore and Asia's tremendous interest in French fashion, culture and tradition and the growing interest that Europe has in reaching out to the vibrant and exciting region of Asia and especially Singapore", says Laurence Harel, Executive Director, The European Season in Singapore.

WFW2011 Singapore will also play host to other Asian as well as Singaporean designers to showcase their *couture* collections in '**WFW2011 Singapore presents: Asian Couture Showcase**' on the 26th of October. This event will be an invaluable platform especially for Asian and Singaporean designers to showcase and gain wider exposure for their collection beyond their local shores.

In addition to *Haute Couture Week - Singapore* at WFW 2011 Singapore, two other exciting programs during this fashion season that are not to be missed:

'**WFW2011 Singapore Presents Prêt-a-Porter**' held from the 21st to 23rd October will showcase the latest collection of select fashion brands, all of which can be found at the world-class The Shoppes at Marina Bay Sands. With such an impressive ready-to-wear fashion line-up, fashion mavens can look forward to an interesting and wide variety of outfits that they would be able to add to their wardrobes this season.

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From 6th to 31st October, to instill *Couture* consciousness amongst the public and fashionistas alike, 'WFW2011 Singapore Presents Haute Couture Exhibition' located at The Shoppes at Marina Bay Sands' Jewellery Lane, will feature dozens of *Haute Couture* creations, past and current, from various *couturiers*.

More show information and updates on WFW2011 Singapore can be found on its Facebook Fan page - facebook.com/wfwasia.

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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, a casino, Paiza Club for premium players and an outdoor event plaza. Its two theaters showcase a range of leading entertainment acts and include our resident performance, "The Lion King". Completing the line-up of attractions is the ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com.

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