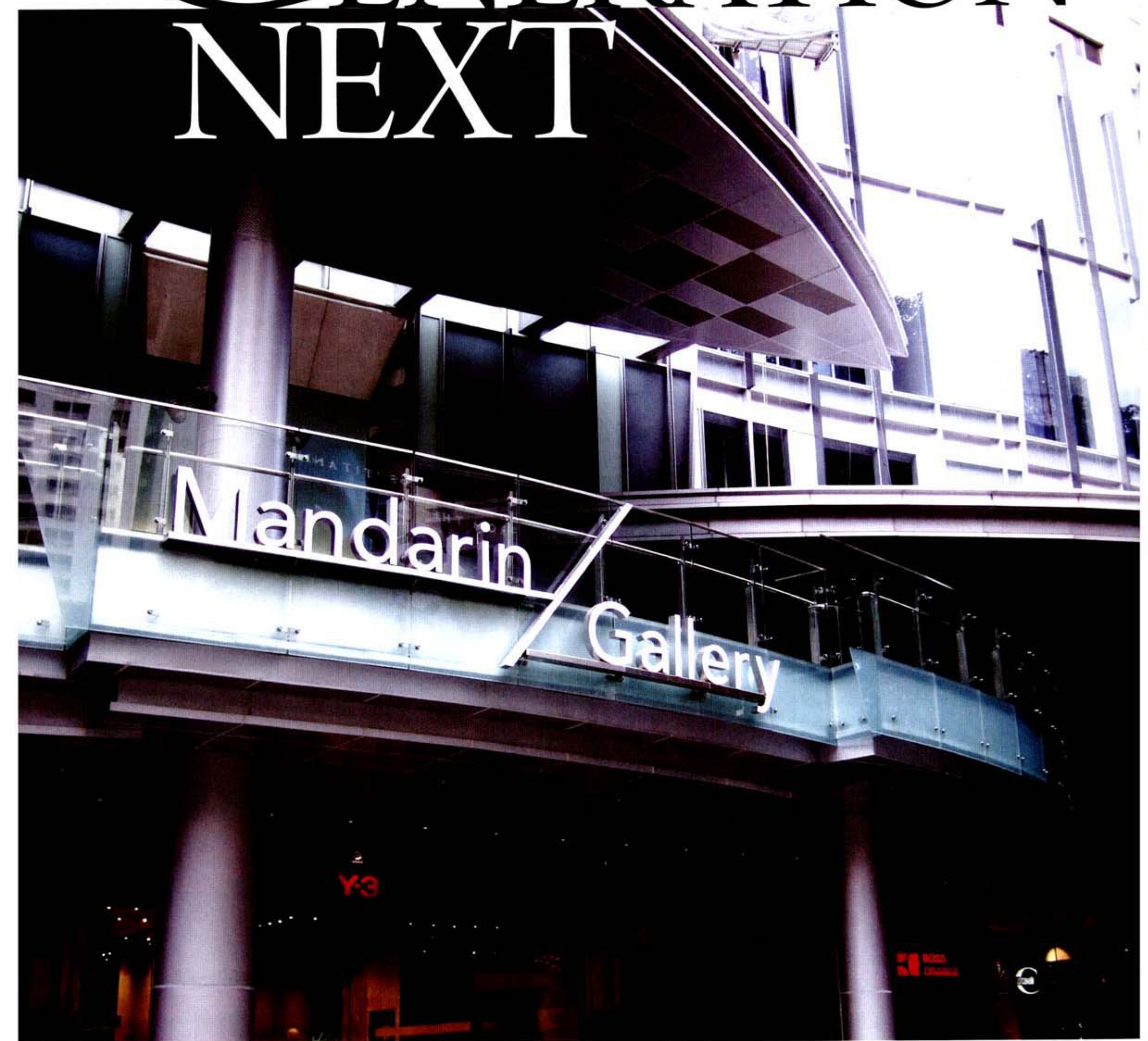


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GENERATION NEXT

FASHIONISTAS AND SHOPAHOLICS WATCH OUT, THERE'S GREAT BUZZ FROM THE NEW KID IN TOWN, SAYS MICHEALLE TORRES



Orchard Road has been experiencing a boom lately. What with new malls opening left and right, it seems like Singapore's shopping capital has been given a new lease on life. But in such a competitive zip code, shopping centres have to offer things that will appeal to the different tastes of their clientele — and here lies the challenge. Most successful malls have to be as diverse as the people who walk through their doors, with a well thought out retail mix that will satisfy everybody's cravings but at the same time maintain the standard of their chosen market — something that Mandarin Gallery has done quite well.

"The highly-affluent, well-travelled and fashionable young is a niche market group that we recognise has yet to be tapped," says Patrina Tan, senior vice president for retail, marketing and leasing for property management group Overseas Union Enterprise (OUE). "We aim to offer them a tailored shopping experience in a refreshing retail environment, which caters to their lifestyle needs." And with an interesting mix of 103 tenants, young urbanites are bound to find their favourite fashion, beauty and lifestyle brands here. Aside from bringing in new brands to our shores, such as A Bathing Ape, Y-3 and benWU, Mandarin Gallery is also going to be the new home of the flagship stores of D&G, Montblanc, Marc by Marc Jacobs and Emporio Armani. It would take a full day to discover all of the wonderful nooks and crannies that this new emporium offers, but we zero in on some of its heavy hitters to save you a bit of leg work.



Fashion & Accessories

Y-3

Yohji Yamamoto is no stranger to fashion. The designer is known for his cutting-edge collections that challenge design sensibilities in all the major fashion capitals of the world. And in order for his creativity to reach a bigger audience, the designer collaborated with adidas for the launch of a modern sportswear collection — Y-3. The Mandarin Gallery store is Y-3's first monobrand store in Singapore, which will be showcasing its Fall/Winter 2009 collection during its opening.

BLVD GALLERY ONE

The 700-sq ft boutique stocks handbags, shoes, watches and accessories by brands such as HELLES, Fiona Paxton, Joanna Lhuillier and its own BLVD label, among many others. With most of the products coming from mid-range brands, BLVD hopes to give women more stylish choices from independent designers.

AI BY ASHLEY ISHAM

Ashely Isham's success story is well-known and Singaporeans can't be prouder of their hometown hero who has made a name for himself in the international fashion arena. With the opening of his global flagship store, Isham launches his new diffusion line, which will showcase more wearable pieces inspired from his couture collections. The debut collection will feature dresses and separates in fabrics such as silk, stretched satin and printed jersey, alongside a debut collection of embellished shirts and studded denim — a first for the designer.



NEWS CLIPPING

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LA PUTRI

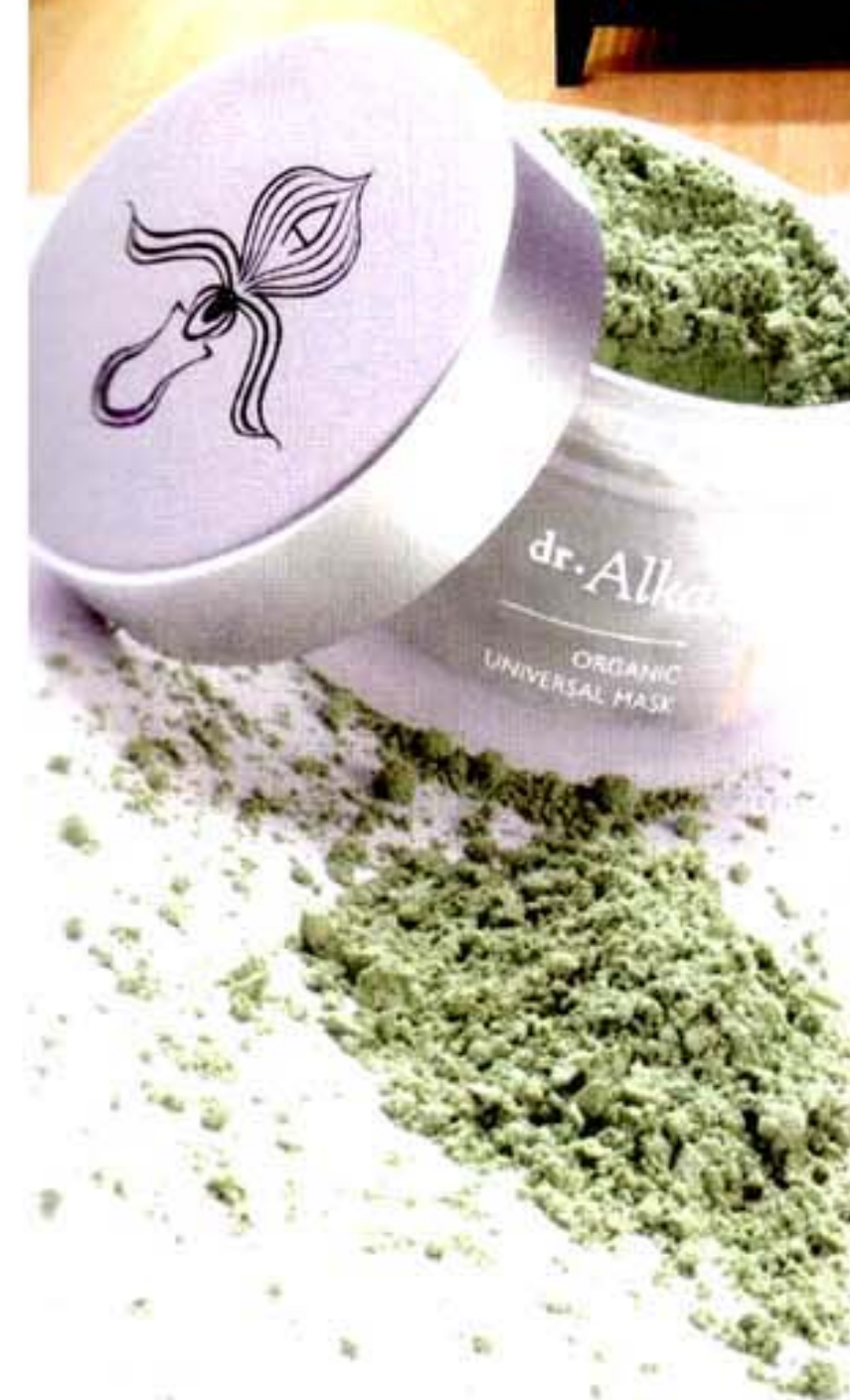
Since it was first established in 1973, La Putri has been a purveyor of fine jewellery not only in Malaysia where it started but in different parts of the region as well. The opening of its newest boutique in Mandarin Gallery marks another important milestone for the jewellery house. With its organic textures combined with cosy colours, the store aims to give its clients a welcoming environment to put them at ease while browsing through the pieces on display. The drawing room-inspired setting will make La Putri's new boutique a destination for friends to catch up, share a drink or two and shop for luxurious fine jewellery.

JUST CAVALLI

Roberto Cavalli's capsule collection for the young, fashionable set, Just Cavalli will offer clothes and accessories for both men and women. The 1,500-sq ft area will reflect the designer's eclectic style with a combination of different design elements such as glass, mirrors, steel and leather. Just Cavalli will be offering its Spring/Summer 2010 collection when it opens.

AZIMUTH

Being the country's first and only homegrown luxury watch brand and Swiss watch manufacturer, Azimuth is constantly moving towards bigger and better. And this is certainly the case with the opening of its latest flagship store. The generous interior space will house the brand's most exquisite creations and limited-edition pieces that will definitely be worth a visit.



BUD COSMETICS

Ethical and guilt-free have become buzz words in the beauty industry, and bud Cosmetics is certainly doing its part. The multi-brand store offers only natural and certified organic personal care products. The store carries famous brands such as The Organic

Pharmacy from the UK, Dr Alkatis from the US, Patyka from France and many more. The store has a "nothing to hide policy" and lists all ingredients for each product they carry.

Lifestyle

RIMOWA

The German brand's second boutique in Singapore, Rimowa's Mandarin Gallery branch will carry the most iconic of the brand's designs, as well as newer collections that appeal to the modern traveller.

ATOMI

This unassuming little store will quickly become one of your regular haunts once you discover the hidden gems inside it. Atomi offers high-quality, artisanal products from Japan, some of which will be available here in Singapore for the first time. These range from kettles crafted in white enamel, steel and wood, white mino porcelain coffee drippers, chic linen collections and other unique offerings that reflect the Japanese design aesthetic.



Beauty

MT SAPOLA

If you want to bring the spa to your own home then just make your way down to the second level and look for Mt Sapola. This Thai brand is known for its wide range of naturopathic spa products specifically formulated and packaged for home use. Best-sellers include the Ginger-Lemongrass Body spa for detoxification, the Oriental Wood Body Spa made specially for men, natural bee wax aroma candles and the very unique (and non-alcoholic) Singapore Sling tea.



CHINOIS SPA

A luxurious retreat tucked away on the fourth level, Chinois Spa will be every woman's secret hideaway for pampering sessions. The spa's therapists are highly trained and the treatments are done using the famous Hungarian Eminence Organic products. Treatments range from facials to full body massages and even quick mani/pedis for the girl-on-the-go.