

**FEMALE & NUYOU CATWALK COLLECTION 2010**

**FACT SHEET**

**Content**

- (A) About *Female & Nuyou* Catwalk Collection 2010
- (B) Programme for *Female & Nuyou* Catwalk Collection 2010
- (C) The Labels and Sponsors
- (D) About *Female* and *Nuyou*

**(A) ABOUT FEMALE & NUYOU CATWALK COLLECTION 2010**

This April, Orchard Road kicks off a six-week fashion campaign, Fashion Season @ Orchard – a series of fabulous fashion activities, exciting parties, as well as shopping and dining promotions.

The highlight of the fashion events is the *Female & Nuyou* Catwalk Collection 2010 in April, presented by Orchard Road Business Association (ORBA), in conjunction with Asia Fashion Exchange (AFX), and co-organised by SPH.

Leading fashion publications *Female* and *Nuyou* have been specially selected by Singapore Tourism Board (STB) to present its signature catwalk event in Orchard Road. The event will showcase 10 designer labels, with 125 models sporting different looks. The audience will include insiders of the fashion and beauty industry, celebrities, models, socialites, stylists, makeup gurus, tourists and the public.

**FSO Asian Models**

Ten of the 125 models are up-and-coming Asian models. Members of the public can view and vote for their favorite FSO Asian model at [www.fsoorchard.com](http://www.fsoorchard.com) and stand to win shopping vouchers.

“We incorporated the Asian model element because Asia is close to our hearts. At *Nuyou*, we appreciate and promote Asian beauty.”

– *Grace Lee, editor of Nuyou*

“More and more Asian faces are fronting major advertising campaigns and walking the runways – it’s the new fashion wave. They have lots of presence, versatility and that It factor. That’s what we’ll be looking out for in these contestants.”

– *Karen Kwa, associate fashion editor of Female*

**(B) PROGRAMME OF FEMALE & NUYOU CATWALK COLLECTION 2010**

Date : April 10, 2010 (Saturday)  
 Time : 7-10pm  
 Venue : Atrium, Paragon and Orchard Road (outside Paragon)

**Programme**

7pm Arrival of guests/Pre-show cocktail  
 8pm Catwalk with 125 looks  
 9pm End of event

Programme timing and lineup are subject to change.

**(C) THE LABELS AND SPONSORS**

Labels

Fashion Nation International

- alldressedup

Graha Lifestyle Pte Ltd

- Etro

Jay Gee

- Aigner
- Levi's
- Liz Claiborne
- New Look
- T.M. Lewin

Tangs

- Island Shop

Tyan

- Anglomania by Vivienne Westwood
- Sonia by Sonia Rykiel

Sponsors

Official Card – MasterCard

Official Digital Imaging Partner – Canon

Official Hair Product – Redken

Official Hair Salon – Action Hair Salon

Official Makeup – Bobbi Brown

Official Media –

- a) Female
- b) Nuyou
- c) Asiaone Diva
- d) Rednano
- e) SPH MediaBoxOffice
- f) The Straits Times RazorTV
- g) The Straits Times Urban

**(D) ABOUT FEMALE AND NUYOU****About Female**

Launched in 1974, Female is Singapore's leading fashion and beauty magazine. Every month, Female delivers to its trend- and brand-conscious readers the hottest looks from the fashion capitals of the world, profiles the biggest designers, and offers the very best in style advice, as well as all the latest beauty news, from the most revolutionary products and services, to the most up-to-the-minute trends. Female's readership is 135,000 (Source: AC Nielsen Media Index 2009). Female won the Honorable Mention for Excellence in Magazine Design, SOPA Awards 2009. It is also the winner of the American Design Awards for Magazine Design 2004. It has editions in Malaysia and Indonesia.

**About Nuyou**

Launched in 1976, Nuyou is the leading Chinese-language fashion and beauty magazine for bilingual career women. Nuyou is arguably a favourite Chinese language read for trendy women in their 20s and 30s. Nuyou engages with fashion news, beauty tips, inspiring celebrity-led features, as well as witty opinion-based reads. Nuyou has a readership of 36,000 (Source: AC Nielsen Media Index 2009). Nuyou publishes two spin-off titles locally: Nuyou Time and Nuyou Fashion Notebook. Nuyou is also available in Malaysia.