

FOREVER 21

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Fashion mega-brand Forever 21 launches its flagship retail store in Singapore

The internationally loved American fashion and accessories chain opens its new store at Orchard Exchange

FOR IMMEDIATE RELEASE - Singapore, July 22, 2011 - On June 22, Forever 21 officially launched their fourth and largest flagship store in Singapore. Located strategically at Orchard Xchange, right above Orchard MRT, the store spans a vast 22,000 square feet, making it an ultimate fashion playground for every fashionista.

To commemorate the occasion, Forever 21 prepared a lineup of crowd-stirring activities with stilt walkers and hip hop dancers raising attention along Orchard Road, while media and VIP guests were invited to witness the ceremonial ribbon cutting and a grand tour guided by celebrity hosts — Denise Keller and Oli Pettigrew. American DJ Tyler Made spun a mix of electro and pop tunes from the top 40s as the duo led guests through the fashion emporium with seven thematic rooms and live mannequins showcasing the latest trends hot off the runway.

Guests were indulged with a vibrant fashion parade on the red carpet featuring the Summer 2011 collections. Overall themes included: Summer Fest, American Hipster, Down to Earth, and Garden Party.

Adding on to the fun and festivity, there was a live photo shoot station where Forever 21's Fashion Police went around scouting people who were 'so well dressed it's a crime'.

A key highlight of the event was an innovative collaboration with three popular local bloggers Nicole Then, ONESIXTYNOTEPAD and Tammy Tay from Ohsofickle. For the first time ever in Singapore, bloggers took center stage in the windows of the famed fashion emporium as they dressed and styled models that were part of a live mannequin showcase. After the event, the display was transferred to actual mannequins and kept up for a full week at the store front.

The new flagship store will offer more extensive selections as compared to the brand's other locations, with exclusive collections such as 'Love 21 Contemporary' and '21 MEN'. Designed for the sophisticated Forever 21 woman, Love 21 Contemporary offers more modest fits, elevated fabrications and trims, premium denim, and classic sweaters. 21 MEN offers a versatile line of apparel and accessories for men of all ages. Shoppers can expect fresh fashion from classic, to casual, to urban styles! New deliveries are added to the vast in-store selection daily; making Forever 21 one of the most globally recognized fast moving fashion brands.

Those interested to feature the brand may contact Jamie Lai at jamie@heatbranding.com or at (65) 6648 4315.

About Forever 21

Forever 21, Inc., headquartered in Los Angeles, is a specialty retailer of women's, men's & children's clothing and accessories. Celebrated by many style conscious and trend-savvy shoppers, Forever 21 has quickly become the source for the most current fashions at the greatest value. Forever 21 features new and exciting store environments, a constant flow of fun and creative clothing designs and the accessories to make your look come together at the right price. A phenomenon in the fashion world, Forever 21 provides shoppers with an unprecedented selection of today's fashions, always changing and always in style. Forever 21 is one of the fastest growing retailers in North America and has expanded globally with over 500 stores across 13 countries.