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Jim Thompson Impresses with its Latest Collection of Scarves and Fashion Accessories

A 200-strong crowd showed up in interest of Jim Thompson's creative limited edition scarves, costume jewelry, silk bags and other stylish accessories.



Models showcasing the latest from Jim Thompson's ready-to-wear, scarf and fashion jewelry collections.

SINGAPORE, December 4, 2010 –The Jim Thompson female is defined by her timeless chic, classic elegance and laidback glamour. She walks into a room with her comfortable and easy sense of style and a Jim Thompson silk scarf draped across her shoulders.

On December 4th, guests experienced the iconic lifestyle that epitomizes the Jim Thompson brand, with an exclusive showcase representing the best in fabric, fashion and design. The Jim Thompson Thai Restaurant was adorned with hundreds of colourful, cashmere and wool blends, exquisite iridescent silk weaves and limited edition antique pieces. A handpicked collection of fashion jewelry was flown in from Thailand for the one-day event. In an impressive show of support for the brand, the Thai Ambassador and members of the Thai Royal Family graced the Scarf Extravaganza. Distinguished members of the British High Commission, Embassy of France and the Indonesian Embassy were in attendance as well.

Victoria Chen, Media Sales and Partnerships Manager, Zuji, thought the event was “a wonderful introduction to the wide range of products” that Jim Thompson had to offer. “I never quite realized the full range of beautiful and delicately crafted clothing and accessories Jim Thompson had to offer,” said Chen.

“The scarf has become a truly important accessory piece for both men and women, to be worn on any occasion - movies, dining, travel and more,” said Mr. Henry Lee, Merchandise Director, Jim Thompson. Given the versatility of their scarves, quality is essential. Jim Thompson ensures that all its accessories are created with superb refinement and sensual appeal, inspired by the brand’s unmatched textile production expertise.

Professional stylists were on-site to provide customized consultations and a fully personalized shopping experience for guests. Models paraded and mingled amongst shoppers, highlighting various casual and formal looks. Each outfit emphasized how easily Jim Thompson’s scarves and accessories could be incorporated into any wardrobe.

Guests were treated to a fine selection of Jim Thompson’s canapés and cocktails. Voted one of Asia’s finest restaurants and the Best Thai Restaurant in Singapore by the Miele Guide, the restaurant further sealed the Jim Thompson experience in ultimate style and living.

“I was very impressed with the service; everyone was very attentive to what we needed and to all details as well. I liked the fact that there were stylists there to give us consultation services. The products were at a good price range too. There was really something for everyone, and it opened my eyes to the entire range of Jim Thompson products,” raved Shazeen Moledina, Publication Manager, *Marina Bay Sands*.

With the recent opening of the new flagship store at The Shoppes at Marina Bay Sands – Jim Thompson’s third retail location in Singapore – the company will further expand its exposure in fashion retail with a distinctive range of ready-to-wear and accessories.

“Today’s event really is a unique presentation of the complete range of our Jim Thomson products. We are excited to feature our new flats and slip-on shoes for the first time in Singapore. We continuously strive to ensure our ready-to-wear and all product ranges are accessible. This ensures our relevance to our audience and potential customers as well,” said Lee.

In conjunction with the new Spring/Summer collection to be launched in 2011, Jim Thompson will provide premium styling services. This will entail personal in-store style consultations by appointment only beginning in January 2011.

For more post-event information on the Scarf Extravaganza or to make appointments for personal consultation, kindly contact Jamie Lai at Jamie@heatbranding.com or at (65) 6648 4315.

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