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Onward Kashiyama Takes Singapore with a First Ever Autumn/Winter Runway Showcase

The Japanese fashion house presented its three retail labels for a crowd of 700 fashion enthusiasts at club Avalon.



SINGAPORE, October 14, 2011 - Fashion hunters and invited media were treated to a premier presentation of Onward Kashiyama's three signature brands: ICB, Rosebullet, and Dip Drops. The Japanese portfolio was featured at chic nightclub Avalon with a full runway show, a Shunji Matsuo celebrity hair presentation, and live styling session by Randolph Tan of Runway Addict. Celebrity host Oli Pettigrew took the stage while special guests such as top Malaysian blogger Cheesie from Cheeserland made appearances throughout the evening. Guests were treated to premium cocktails and other perks such as VIP viewing from the elevated mezzanine and extended entry to the club. In addition, all 700 guests received goodie bags chock full beauty products and \$300 worth of vouchers.

"I've always been a fan of Japanese style clothing. I thoroughly enjoyed watching the models strut down the runway in their various styles, giving consumers an idea of how to mix and match the pieces. Hopefully there are more fashion shows from Onward Kashiwama to come," raved Gwen Ng, an avid fan of Dip Drops.

The momentous occasion marked a first in Singapore and Southeast Asia as the brands appealed to a diverse segment of target audiences. Models in character embodied the essence of each of the Japanese brand personalities from facial expressions to hairstyles to the clever use of props. Notably, highlight brand Rosebullet featured five of their own salesgirls on the catwalk to promote their cult blog <http://www.rosebulletgirl.blogspot.com>.

The autumn/winter collection unearthed styles and trends unique to each of the three brands. ICB unveiled "ICB Starburst," a collaboration with New York creative director Douglas Lloyd featuring career lifestyle wear married with couture elements. Dip Drops depicted the "girl next door" persona while creating flashbacks to the classic 60s and modish 70s with jump skirts and flared pants. Tweed, vintage lace, chiffon and houndstooth patterns were widely prevalent in the brand's mix. Rosebullet, a collection inspired by New York artist Joanna Guevara, brought to life British retro interpretations complimented with a Bohemian flair. Edgy colour accents and bold materials such as leather and fur defined a collection that defines individuality.

"We are so proud of our brands and really felt that they came to life tonight. Everything from the fashion show to the crowd of fans and friends made for an immensely successful presentation. I hope to see many familiar faces back in our stores over the coming months. We have so many exciting things happening but I won't tell you just yet," raved Jun Murakami, Managing Director for Onward Kashiwama.

The Japanese wave proves to be going strong as the brands are rapidly garnering well-deserved hype. Onward Kashiwama looks to continue expansion into Singapore and the region in 2012. Current locations for Dip Drops include: 313 Somerset Unit 03-09/10, Isetan Orchard Level 1 and Isetan Scotts Level 2. Rosebullet outlets include: Marina Bay Sands, B2-116, Canal Level, Isetan

Orchard Level 1 and Isetan Scotts Level 2. ICB is available at Isetan Orchard Level 2.

For more post-event information on Onward Kashiwama and/or any of the three brands, please contact Stacie Tay at Stacie@heatbranding.com or (65) 6648 4315.

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