

FOREVER 21

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

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

FOR IMMEDIATE RELEASE – Singapore, SINGAPORE (June 16, 2011) – On June 18th, Forever 21's highly anticipated flagship store will open its doors. Spanning a vast 22,000 sq ft, the fashion icon will inaugurate its 4th and largest store at Singapore's Orchard Exchange. A private event for media and VIPs will be held on Wednesday, June 22 in conjunction with SMRT's official Orchard Xchange inauguration. Guests will receive the grand tour complete with live mannequin displays, a fashion parade, and an interactive photo shoot station. Celebrities Oli Pettigrew and Denise Keller will lead the colorful agenda while international guest of honor, Larry Meyer from Forever 21, will be gracing the event.

"Our new location at Orchard Exchange is going to be a fashion emporium and we are expanding our product range to include exciting brands such as 21 Men, our new men's line. Orchard Exchange is a great location and we are looking forward to expanding our business there," expressed Larry Meyer, Senior Vice President for Forever 21.

A key event highlight will be an innovative, merchandising collaboration between three local bloggers: Nicole Then, ONESIXTYNOTEPAD, and Ohsofickle. The three will be dressing up Forever21's storefront with their individual, stylistic contributions. The display will remain intact for the remainder of the week.

Forever 21 globally delivers the season's hottest runway trends into the hands of everyday fashionistas. The new store will roll out the revamped Fashion Loyalty Rewards Program as well as complimentary fashion styling (by appointment only) to further enhance the customer experience. The expansion of Forever 21, with its diversified product offering, will further strengthen Singapore's positioning as the up and coming Asian mecca of fashion.

Those interested to attend the private event on Wednesday, June 22, 2011 should contact Jamie 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.