

## FOR IMMEDIATE RELEASE

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### **SHOP: The Ultimate Fashion Bazaar paves the way for innovative shopping experiences in Singapore**

*Over 200 avid shoppers made their way to Customs House for the SHOP experience complete with cocktails, live music, and a great range of premium products and services.*



*Shoppers revel in a pampering day of retail therapy and beautification*

**Singapore, 29 January, 2011** – HEAT branding, the creative consultancy behind innovative consumer events, presented a ladies day out with SHOP: The Ultimate Fashion Bazaar. Held at the waterfront venue of Customs House Pavilion on Saturday, 29 January 2011 from 1 – 6pm, the event showcased up and coming lifestyle brands and partners, as well as complimentary f&b stalls. Despite the wet weekend forecast, enthusiastic guests

found their way to this unique fashion and beauty playground.

"It was a fun and laid-back afternoon of doing what girls love best – shopping, sampling and shmoozing! Even the wet weather didn't dampen spirits," said Dawn Mok, Editorial & PR, City Scoops. "I loved the concept, the venue and the quality of most of the vendors. It would be great to see even more local designers and entrepreneurs featured in the next event."

Guests indulged in five hours of exclusive shopping with 20 - 70% discounts from some of Singapore's hottest up-and-coming designers and fashion labels including:

- Trioon
- Chalk
- Own Muse
- Rayure
- [A-Mod]
- Glamourpuss
- Dejavu Vintage
- Envy
- Cate

Complimentary beauty and style consultations were provided courtesy of:

- Bliss Spa
- Verdure Nail Spa
- Image & Me
- Mary Kay
- Toni & Guy

F&B and Media sponsors included:

- Drinkdings
- San Benedetto
- Soyato

- L'Officiel Magazine
- Honeycombers

Event partners commented cheerfully about the positive sales, great audience and strong execution by HEAT branding despite Mother Nature's challenges.

Throughout the event, eight lucky winners scored Bliss Spa hampers, Image & Me consultation certificates, Mary Kay products and L'Officiel subscriptions.

Chloe Elkerton, Interior Designer, Design Intervention, was enthused about her SHOP experience. "My wet and miserable Saturday afternoon was brightened up by the SHOP Fashion Bazaar. This boutique, 'pop up' event was fun, funky and executed to a high standard. Not only was I was extremely impressed with the quality and range of products from the vendors and the fabulous beauty treatments, but at all the great prices! It was a fabulous event supporting small boutique businesses and a completely unique shopping experience!"

Post event, guests made their way to Stereolab (Pan Pacific Hotel) for the official SHOP after party. 600 partygoers were in attendance for a most vibrant and stylish celebration.

SHOP: The Ultimate Fashion Bazaar is an annual event organized by HEAT branding. The agency will broaden its consumer offering in 2011 with a large scale festival slated for May, titled 'Retail Access'. The event will span three days and feature high street brands in Singapore. Retail Access will be open to public and held in a high traffic outdoor venue.

For more information about SHOP: The Ultimate Fashion Bazaar, Retail Access or general press inquiries, call (65) 6648 4315 or email [Jamie@heatbranding.com](mailto:Jamie@heatbranding.com).

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