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Stacie Tay

Brand Consultant

HEAT Pte. Ltd.

T: +65 6648 4315

M: +65 9652 4047

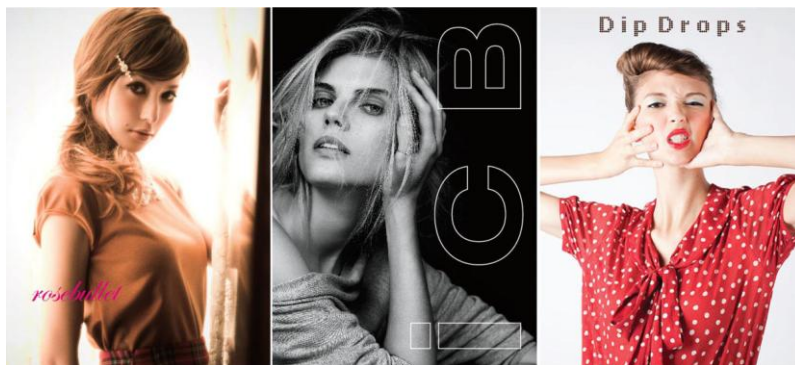
F: +65 6634 9015

Stacie@heatbranding.com

www.heatbranding.com

Onward Kashiyama Singapore to Showcase Retail Brands at Club Avalon

The Japanese fashion house will introduce three retail concepts in a high-energy creative presentation.



SINGAPORE, October 14, 2011 – On October 14, invited guests and media can expect a premier showcase of the ICB, Rosebullet and DipDrops Autumn/Winter collections in the form of a VIP access fashion show and party. The three brands will be presented under the Onward Kashiyama umbrella. The event will be staged at the new hotspot Avalon, which boasts a state of the art sound experience and a global reputation for attracting celebrities and a-list performers. Highlights will include a full runway show featuring three distinct brand segments, alongside additional elements including a live hair show by Shunji Matsuo. Tickets to this event are also available to the public for \$35 and can be purchased at Dip Drops at 313@Somerset (#03-09/10) or at the Rosebullet boutique located at Marina Bay Sands (B2-116, Canal Level)

The three signature brands target a variety of audiences and include: ICB (International

Concept Brand), Rosebullet and DipDrops; all the brands are currently available in Singapore.

First debuting throughout Japan, the US, Europe and Asia in 1995, ICB now thrives in over 200 stores worldwide. Geared towards career women looking for modern attire, the brand focuses on high quality, tailored, lifestyle staples. A special Autumn/Winter project, titled "ICB Starburst", presents a collaboration with established Creative Director, Douglas Lloyd, who has successfully managed projects for Barney's New York, Gucci, and Estee Lauder.

Dip Drops is the ultimate Japanese casual brand that epitomizes the best in sweet and feminine looks, using essential basic items meant to be layered. Targeted towards 18-29 year old trendsetters, the brand has been featured frequently in popular Japanese magazines including Non-no and Mina. Autumn/Winter brings us back to the classic 60s and modish 70s with jump skirts, flared pants, and boyfriend jackets. Key materials include tweed, vintage lace, fur, and chiffon, while patterns such as houndstooth, floral, and geometric patterns complete the portfolio.

Inspired by New York artist Joanna Guevara, Rosebullet balances cheeky fun with sassy glamour, which lends to a colorful brand story. With 58 shops and counters throughout Japan, China, Hong Kong, Korea and Singapore, the brand targets fashion conscious ladies in their 20s and promotes a mix and match concept. A British retro theme comes out to play this Autumn/Winter with edgy color accents and a touch of Bohemian flair. In addition, leathers and expensive fur make their way into the collection with much bravado.

"We are pleased to present our established brands in this monumental event. Onward's brand concepts have much to offer for women of all ages and stylistic preferences. With a heavy Japanese influence complimented by high-fashion imprints from New York, Paris, London and so many parts of the world, our brands will prove refreshing additions to Singapore's growing retail scene," expressed Jun Murakami, Managing Director for Onward Kashiya.

The October debut event will be the first ever branding push as Onward looks to promote its three brands. Future plans for the brand include further expansion for all three brands in Singapore as well as neighboring regions in Asia.

If you would like to attend this event, please RSVP to Stacie@heatbranding.com by Wednesday, 5 October 2011. For more information on any of the Onward Kashiya brands, please contact Stacie Tay at Stacie@heatbranding.com or at (65) 6648 4315.

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