

## **New Concept Store for Topshop, Topman, Dorothy Perkins**

SINGAPORE, 11 DECEMBER 2007:

Topshop, Topman and Dorothy Perkins - three of the leading fashion brands managed by Wing Tai Retail are coming together, for the first time, for a new concept store which opens on 7 Dec 2007, in the newly renovated Raffles City Shopping Centre.

The new concept store is located at the Raffles City atrium, spanning a total of 6,600 square feet, with Topshop and Topman covering 4,600 square feet and Dorothy Perkins taking up 2,000 square feet, making it Wing Tai's second largest Dorothy Perkins store in Singapore.

With this store, Wing Tai now operates 130 stores in Singapore and increases its presence in the Marina shopping belt.

Mrs Helen Khoo, Executive Director of Wing Tai Retail said, "This is a new and exciting store that shoppers will enjoy. It had been a challenging store to build, to create an open-air shopping concept store and achieve see-through visual connectivity from all angles."

Mrs Khoo added, "Our UK designers made several site visits to produce a store design customised to the space. Design inspirations were drawn from some of the latest heritage store builds in the UK such as mannequinn displays over parapet from Topshop Cardiff in Wales, and luxurious wood wraps from Topman at Arndale. The store front designs for both Dorothy Perkins and Topshop are also unique designs customised for this location. This required very close collaboration with the landlord to achieve a store that met with their design specifications, and at the same time, would be suitable for retail trading. Having overcome all the challenges, we are very happy to deliver a new and exciting store for customers to enjoy."

### **Concept Store Design**

Occupying the entire island on the 2nd level, the new store sits smartly on the choicest retail spot in the popular shopping mall. Without a back wall, the store is visible from all levels of the mall and shoppers can access it from all corners. In it, the infusion of light in an open environment enables carefree shoppers to move about effortlessly to fully experience and spoil themselves with all three brands in a one complete, seamless quest for fashion.

New fixtures and shop décor have been designed by our UK designers to showcase our clothing in such a store, yet allowing all three brands to maintain their distinctive look and feel in this unique space.

Besides bringing in new concept in terms of store design and décor in our new store, we are also launching new trends for each of the three brands.

### **New Collections**

Topshop features exciting gold and black fixtures, which are brand new to Singapore. The collections include Guinevere, Pandora's box and Halston, as well as all of the key Topshop ranges, the Petite department, and the new, glamorous Kate Moss Winter collection. More details are attached.

Topman, located in the area just next to Topshop, features a new transparent acrylic wall behind a waterfall - this provides shoppers with a stunning and delightful visual experience. Topman will launch Skin Deep, its newest trend. The store will also stock up on all of Topman's core ranges, including an impressive smart area which comprises the most cutting edge tailoring and suits, and of course, Topman's extensive denim area.

Dorothy Perkins features a brand new fascia, with black and white striped columns, the first of its kind in the world for the brand. In the denim area, new floor-to-ceiling graphics add excitement to the store. The windows showcase our new Vogue Christmas campaign shots, as seen in UK Vogue. The store will launch Dorothy Perkins newest trend, Studio 54, which is surely not for the fainthearted. All of the brand's key departments will also be found in the new store.

### **More details on brands**

**Topshop** is undoubtedly seen as the epicentre of British High Street Fashion. Topshop prides itself on its ability to consistently predict emerging trends and on being the first to get them onto the high street. Fast with fashion, adapt the latest catwalk styles for young adults, make it well and make it affordable.

Topshop is located at:

- Wisma Atria #03-16/21
- Bugis Junction #01-22-29
- Parkway Parade #01-33
- Marina Square # 02-109/111/112
- Vivo City #01-72
- Suntec City #01-039A/041/043
- Raffles City #02-39
- Isetan Scotts #03-00

**Topman** targets at the confident, fashion forward lad who enjoys making an innovative statement in style and fashion. Topman lifestyle is about enjoying life and having fun and looking good while doing it. Topman is for the male individuals who prefer to mix and match their outfits to create a sense of identity.

Topman is located at:

- Wisma Atria #02-18/24
- Bugis Junction #01-22-29

- Parkway Parade #01-33
- Marina Square # 02-109/111/112
- Vivo City #01-72
- Suntec City #01-039A/041/043
- Raffles City #02-39
- Isetan Scotts #03-00

**Dorothy Perkins** is an established UK brand with 86 years history is much acclaimed for its updated fashion essentials for the hour-glassed female due to its comfortable cut and fit. The subtle fashion elements in each garment gives a fashionable edge while the classic cut allows an evergreen feel to the clothes.

Dorothy Perkins is located at:

- Plaza Singapura #01-28
- Bugis Junction #01-17/18/19
- Marina Square #02-338/339
- OG Orchard Point #02-00
- OG People's Park #03-00
- Metro Paragon #03-00
- Parkway Parade #01-34
- Great World City #01-39/40
- Wisma Atria #01-27/28
- Raffles City #02-39