

Topshop Knightsbridge Singapore Opening 3 Dec 2010

SINGAPORE, 3 DECEMBER 2010:

TOPSHOP is delighted to announce the opening of the TOPSHOP Flagship Store in Knightsbridge Singapore on 3 Dec 2010, the largest outside the UK and US. The store has a boutique feel, covering 11,500 square feet and occupying a prime location on Orchard Road. Famed for its up-to-the-minute fashion trends, TOPSHOP will bring its unique offerings to the area in an exciting new space.

"Singapore is one of the most powerful fashion capitals in the Far East, with its rapid growth and increasing influence being felt throughout the global marketplace. We are proud to be working with Wing Tai to open our flagship store on Orchard Road, offering customers the very best of TOPSHOP in the same retail environment as our London and New York flagships," says Mary Homer, Managing Director, TOPSHOP UK.

The store will have a completely original interior conceptualized by the TOPSHOP UK team, tailor-made for the affluent Orchard shopping market, with luxurious and premium finishes and outstanding architectural features.

The store stocks the very best of the TOPSHOP mainline, footwear and accessories collections, plus Boutique and Unique. Also on offer will be designer collaborations by Meadham Kirchoff and Mark Fast, as well as Kate Moss TOPSHOP AW10 and an only-in-Knightsbridge collection of exclusive pieces.

Additionally, the store will feature TOPSHOP's bespoke Personal Shopping service, the first of its kind in Singapore. Appointments are complimentary and offer an edit of hottest trends, first access to all latest arrivals, outfit inspirations, even helping its customers build an entire wardrobe for a new season. Tailor-made appointments ensure the personal shopper will develop an intrinsic sense of our customers' sartorial aspirations as well as the personal styles that they covet. It is the ideal port-of-call whether our customers need a wardrobe overhaul, advice on that perfect party dress, or hints on the new season's trends. It is a highly personalised service offered to our customers, extending VIP treatment to high street shopping.

Fashion help and services are also now available all-year round at TOPSHOP Knightsbridge with our exclusive launch of Fashion Concierge. Located on the basement level, Fashion Concierge is here to assist shoppers with their fashion needs, queries, and shopping services, including;

- Dedicated Shopping Bag Deposit Counter
- Rental of Brolly and Wellies to shield you on a rainy day
- Fashion Courier - Shopping Bags delivery service to make shopping hassle free
- Booking of Personal Shopping Appointment

Once in-store, the first 100 customers who spend \$100 or more will receive a gift from our TOPSHOP Top 12 coveted items, picked by our TOPSHOP's Personal Shoppers. For the opening weekend, there will be an instant photo booth on the shop floor, and shoppers will be able to enjoy complimentary make-over sessions by TOPSHOP Make Up. Additionally, the first 500 customers will be invited to enter a draw to win 12 months' worth of TOPSHOP Fashion. With so much to look forward to, TOPSHOP Knightsbridge is the fashion destination to set foot on in Singapore this December.