

i.t is landing in Singapore!

SINGAPORE, 11 APRIL 2013:

Wing Tai Retail adds multi-label fashion concept store, i.t to their retail portfolio – a collaboration with the renowned Hong Kong-based fashion conglomerate, I.T, to launch the first i.t flagship store in Singapore and Southeast Asia in June 2013.

The wait is over! Wing Tai Retail today announces its first foray into the multi-label fashion concept in collaboration with Hong Kong-based fashion conglomerate, I.T Group, to open the first Southeast Asian flagship i.t store in Singapore this June.

This new venture marks another milestone in Wing Tai Retail's exciting fashion retail portfolio; with the operation of the foremost multi-label store concept, to heighten customer's shopping experience to a whole new level.

Located at #03-15 within Wisma Atria, Singapore's prominent shopping mall along the prestige shopping precinct of Orchard Road, its strategic location offers great convenience and accessibility for shoppers. The 10,200 square feet i.t store, is a spacious venue carrying nine avant-garde new-to-Singapore, cutting-edge street fashion brands, namely izzue, b + a b, 5cm, tout à coup, fingercroxx, Venilla suite, as know as de base, mysty woman and Pageboy.

These innovative brands target both male and female young adults, aged between 20 and 35 years old, who appreciate the fusion of trendy and fashion-forward apparel to create their own individualistic signature style. Of which, izzue, b + a b, 5cm, fingercroxx and tout à coup are some of the most well-loved and successful i.t brands that have established a strong foothold in Hong Kong and beyond since their debut.

"Wing Tai Retail is delighted to launch i.t multi-label concept store in Singapore and we believe that this collection of cutting edge street fashion brands will bring a dynamic shopping experience to our customers. Always on the look-out to break new grounds, this partnership with the I.T Group, cements Wing Tai Retail's growing stature as a fashion-forward retailer in Singapore," says Mrs Helen Khoo, Executive Director at Wing Tai Retail Pte Ltd.

Mrs Khoo adds, "One of the competitive advantages that i.t multi-label concept store in Singapore has over the standalone stores found overseas is the coming together of nine distinctive fashion brands with unique personalities and aesthetics, that are set to generate new fashion ideas, tastes and styling, to become a new fashion hub for trend lovers."

Shoppers can expect a vibrant and dynamic shopping experience at i.t! The brand new store is divided into different sections to reflect the inimitable personality of the different brands, yet adapt the distinct architectural concept of the brand's stores found globally.

The store concept is inspired by i.t Hollywood Plaza store at the heart of Hong Kong's Mongkok. The very first i.t store in Singapore uses different woods to construct a variety of patterns, creating i.t's signature edgy look. The façade features diamond patterns created by cherry woods and willows while the display window is accentuated with brass frames that add a cool rawness to the store. Unlike its Hong Kong counterpart, the Singapore store takes a refreshing approach. Extending the design theme of the store façade, wood is also used to exude a modernist shop interior. Different brands have different yet consistent themes for their own areas which showcase the DNA of each brand.

Mr. Kar-Wai Sham, CEO of I.T Group says, "We are pleased to have this collaboration with Wing Tai Retail and we are confident that, with the fashion market intelligence and experience from Wing Tai Retail, the shop-in-shop concept of i.t store and the interesting brand mix will bring a new excitement to the Singapore fashion scene."

Since its inception in 1988, the multi-label stores under I.T Group are based in Hong Kong until the group's first venture into the mainland market in 2002, and now, the Singapore market, in collaboration with Wing Tai Retail.