



Models showing off Chanel's cruise 2011 collection at the first ever fashion show at Marina Bay Sands' Skypark last night. The event was attended by some 600 guests, including the regional media and local celebrities such as actress Zoe Tay and singer Stefanie Sun. ST PHOTO: DESMOND WEE

## High fashion at MBS

TO MARK the opening of its biggest store in South-east Asia, Chanel staged the first ever fashion show at Marina Bay Sands' Skypark last night.

Set against the city skyline, the event saw 30 models showing off 87 outfits from the French marque's cruise 2011 collection, also known as a resort or holiday range that fills the gap between the two main fashion seasons each year.

It was the brand's largest catwalk show in the region to date.

The event was attended by some 600 guests, including the regional media and local celebrities such as actress Zoe Tay and singer Stefanie Sun.

Chanel opened its first duplex store in South-east Asia in Marina Bay Sands two months ago.

The 7,500 sq ft store is the brand's sec-

ond store in Singapore.

It is also the largest in the region and the first to feature an in-store beauty boutique that offers Chanel fragrances, make-up and skincare.

Dr Lynda Wee, adjunct associate professor in retailing at the Nanyang Technological University, says the location for the fashion show is apt as many luxury brands have set up flagship stores in Marina Bay Sands.

"It forms an emotional connection with high-rollers and fashion-forward elites from the region," she says.

This, she adds, is "only the starting point with openings such as Louis Vuitton's flagship store expected next year - which will again serve as an attraction for high-spending foreign visitors".

IAN LEE