



F J BENJAMIN TO RETAIL PRETTY BALLERINAS IN SINGAPORE

Singapore – 4 February, 2015 – F J Benjamin, Singapore's leading lifestyle and fashion company, announced today that it has signed a five-year exclusive franchise agreement with Spanish footwear brand, Pretty Ballerinas.

Pretty Ballerinas takes its first major step in Singapore. With almost 100 shops all over the world including Tokyo, Hong Kong, London, Milan and New York, Pretty Ballerinas is finally opening its first boutique in Orchard Road, Singapore, to strengthen its market in Asia.

The Singapore store is located at 290 Orchard Road, #02-49, Paragon Shopping Centre Paragon S.C., and is due to open for business on 7 February 2015.

Pretty Ballerinas is a Spanish footwear brand better known for its ballerina-styled shoes. Pretty Ballerinas is one of the brands of the Mascaró family, a prestigious Spanish shoemaker that is well known in Spain and abroad. Mascaró was founded in Ferreries (Menorca) in 1918 as a workshop making handmade ballet slippers.

Today, Pretty Ballerinas has been a real revolution and has become one of the favourite shoes of celebrities over the world. Still to this day, the footwear is ethically sourced and hand-made on the Island of Menorca, Spain. The fine footwear is known for its huge array of styles and colours and the unusual way materials are combined. Pretty Ballerinas has been photographed on the most fashionable and influential celebrities, who include Kate Moss, Claudia Schiffer, Elle Macpherson, Kylie Minogue, and Katherine Heigl.

Ian Lim, CEO of F J Benjamin Singapore, said: "We are very excited to partner with Pretty Ballerinas. The brand and product makes a lot of sense for our business and importantly for our customers as well. In a difficult market, it's really important that we continue to strengthen and balance our brand portfolio."

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About F J Benjamin Holdings Ltd (www.fjbenjamin.com) - F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes Banana Republic, Celine, Givenchy, Gap, Goyard, Guess, La Senza, Pretty Ballerinas, Raoul, Sheridan, Superdry, Tom Ford, Valextra and timepiece brands such as Bell & Ross, Gc Watches, Guess, Nautica and Victorinox Swiss Army.

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