

GIVENCHY

GIVENCHY OPENS IN THE SHOPPES AT MARINA BAY SANDS, SINGAPORE

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Located inside *The Shoppes at Marina Bay Sands*, the 206 square meter new store is the perfect showcase for the brand's cutting edge designs. It reflects an evolution of the identity of Givenchy's Paris concept store situated on 28 Faubourg Saint-Honoré epitomizing the DNA of the house – a mixture of aristocratic elegance, dark romanticism, sensuality and renewed classicism.

The concept is homage to the iconic Givenchy boxes used to deliver Haute Couture garments. Here three room-sized boxes made of burnt oak have been installed to display the men's and women's collections. The interiors of the boxes showing womenswear are clad in Calacatta marble – a white marble with dramatic bold veining - while the menswear ones are in grey Basaltina (volcanic) stone. Accessories are presented on water-drop shaped displays in Calacatta marble, Sahara Noir marble or golden brass. Outside the boxes, the floor shows a natural oak herringbone parquet reminiscent of Givenchy's Avenue George V couture salons.

The store opens with the Spring/ Summer 2014 collection. This season, creative director Riccardo Tisci drew inspiration from a clash between African and Japanese cultures and mixed Haute Couture techniques to fuse sensuality and urban elegance for the women's collection. For men, he embarked on a journey from America to Africa and completed the collection with colourful silhouettes exuding sporty elegance and freedom of layering with contrasting elements.

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Givenchy Store

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