

Singapore's Longest Running Annual Sale Is Back as 'GSS: Experience Singapore'

Shop, Dine, Play, Explore and Live It Up at the refreshed edition of what was formerly known as the 'Great Singapore Sale' the past 25 years

SINGAPORE, 16 May 2019 – Singapore Retailers Association (SRA) joins forces with One Kampong Gelam (OKG), Orchard Road Business Association (ORBA), Restaurant Association of Singapore (RAS), Singapore Furniture Industries Council (SFIC), and Textile and Fashion Federation (TAFF) to bring locals and tourists a vibrant retail experience that integrates fashion, entertainment, lifestyle design, technology and art!

In its refreshed avatar, GSS: Experience Singapore, takes place between **21 June and 28 July 2019**.

After 25 years, SRA is spicing things up to meet the demands of today's experience-seeking shopper. As part of a six week-long event, GSS: Experience Singapore will run Shopping Sprees such as 'TGIF!' (held every Friday) where retailers and F&B Operators will dish out tempting sales and discounts to get you shopping for more. On 7.7 (7 July), expect to save an additional 7% on GST, which will be absorbed by participating outlets. GoSpree Members can also expect additional savings with exclusive GoSpree deals. All these will be in addition to the many promotions and exclusive offers that retailers and F&B operators island-wide will run during the 38-day long GSS: Experience Singapore.

Beyond the mega sales and discounts, the event will boast a host of interactive activities and experiences at **Orchard Road** and **Kampong Gelam**.

Mark your calendars and join in the festivities at the GSS: Experience Singapore kick-off event - the **Orchard Road Fashion Scramble** on **Friday 21 June, 3pm - 5.30pm**. The fashion show, curated by SRA and TAFF, will transform Orchard Road into a performing arena and an interactive runway for 300 dancers and models - showcasing an exciting array of threads and trends from local and foreign designers. The opening segment will feature designs by popular, up and coming local designers, followed by leading international fashion houses, before closing off with a bang with award winning creations by our student talents from selected Institutions of Higher Learning.

The Great Singapore Street Pop Up will also launch alongside the Orchard Road Fashion Scramble and will line the shopping belt from ION Orchard to Mandarin Gallery and at Robinsons The Heeren, and the Grange Road Carpark to offer experiential retail experiences and culinary delights for 10 days from **21 June - 30 June**.

Organised By



In Partnership with



Supported By



Held In

Other experiences to look out for at Orchard Road:

- **The Great Singapore Stories** - featuring local films by local filmmakers and students and music concerts by local artistes at Design Orchard (Rooftop) and at The Great Singapore Street Pop-Up (Grange Road Carpark)
- **The Great Furniture Showcase** - featuring new limited-edition designs at Robinsons The Heeren (Level 3), curated by SFIC. Participating design studios include 11H, Creativeans, Fraction Design Studio, Modu Designers, Nextofkin Creatives, and OON.

Discover local delights at Kampong Gelam

Kampong Gelam which is known for its rich heritage, textile shops, unique food options and street art, will showcase a myriad of activities from **5 July - 14 July**. Immerse yourself in multi-sensory journeys such as the specially curated OKG Precinct Tours 'Sultan of Spice'. Snag unique lifestyle products and handcrafted goodies at the OKG Home & Lifestyle Bazaar, and search for vintage pieces or preloved items at the OKG Car Boot Sale.

Unwind with music, have fun with traditional games and learn more about the rich heritage of Kampong Gelam through curated activities such as cultural talks at **Souq@OKG (5 - 7 July)**. Fashion steps up at **ProjekGlamway (6 July)** with a twist where models will sashay down the runway wearing fabric and materials available at textile stores along the historic Arab Street.

Scour the island and check out stores and restaurants which have embraced new retail concepts and digital technology to give shoppers more memorable experiences. For example:

- At the newly opened Decathlon Singapore Lab, shoppers can test all the products in-store, enjoy free sports sessions at its free-to-play areas including a futsal court, a basketball court and a multisport zone. The almost 5000sqm lab which opens 24-hours daily comes with connected fitting rooms, mobile payment solutions and a conveyor belt system that manages online orders in the store.
- Design Orchard is fitted with interactive mirrors and allows one to check items out using a mobile application.
- Commune, Lifestyle has a three-dimensional floor planner and virtual reality simulation that allows shoppers to recreate their home and visualise how the furniture will fit inside it.

In a bid to nurture the next generation of retail experts, Singapore Retail Association has spearheaded a new initiative called **Windows ALIVE!** This new scheme, formulated to grow and support the capabilities of the retail industry, will see students from the Visual Merchandising, Interior Design and Fashion Apparel courses of various tertiary educational institutions apply classroom learning to real life situations. Their creative works will be

Organised By



In Partnership with



Supported By



Held In



featured on the shop fronts of participating retailers such as *Echo of Nature*, *Playdress*, and *The Commune Life*. The general public will get a chance to pose with the installments and win shopping vouchers upon uploading their photographs onto Instagram.

GSS: Experience Singapore is supported by Enterprise Singapore (ESG), Singapore Tourism Board (STB) and Urban Redevelopment Authority (URA).

Retailers keen to participate in GSS: Experience Singapore can sign up at <https://gss.sra.org.sg/>.

– END –

About GSS: Experience Singapore 2019

Dates: 21 June – 28 July 2019

GSS: Experience Singapore is more than just a sale – it's a retail experience that encourages locals and visitors alike to take home a slice of Singapore. It entices all to shop, dine, play, explore and live it up. The spotlight is on the 'Singapore Experience', which celebrates our local talent. This includes up-and-comers in retail, F&B, art and design, as well as our world famous resorts and attractions – not to mention all the unique experiences of our cultural enclaves. The event also pays homage to the historic 'Great Singapore Sale', which began 25 years ago, and captured the attention of shoppers all over the world.

[Press Kit](#) | [Website](#) | [Facebook](#) | [Instagram](#) (@gssexperiencesingapore)

About Singapore Retailers Association

Singapore Retailers Association (SRA) was originally founded as the Singapore Retail Merchants Association by 10 leading retailers in 1977. Today, it is the respected and collective voice of the industry and works closely with members and government agencies to advance the interests of the retail industry via insights, education and strategic collaborations. Our membership of over 360 members comprise 40% SMEs and major retail players across the different trade categories from Fashion & Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores operating out of over 3,500 stores locally. SRA's year round activities ranging from conferences and seminars, study missions, networking events for members, industry awards and recognition schemes, sales driven industry events as well as a dedicated SRA Academy for training and upskilling are aimed at enhancing business growth and talent resource.

About GoSpree Mobile App

GoSpree is SRA's mobile app which brings retail and service stores, shopping malls, dining outlets, attractions, leisure activities and hotels located island-wide all 'under one App'.

Organised By



In Partnership with



Supported By



Held In



GoSpree users can browse for value-for-money deals and exclusive offers to enjoy savings in the form of 'eCoupons' which can be downloaded directly from their smartphone devices for redemption at designated stores – thereby helping to drive footfall and spending the whole year round. GoSpree users can also have fun scanning QR Codes embedded with special rewards for more savings. GoSpree can be downloaded free on Apple App Store and Google Play.

New features were installed from Jun 2018 to enable Gopree users to have an improved 'online' shopping experience These new features include :-

- **New Look** – Enhanced GoSpree App with improved user interface and experience
- **Data Collection/Analytics** –GoSpree users can update its profile to allow SRA to customise push notifications and eCoupons according to their personal preferences
- **Geofencing** – Based on the location of the GoSpree user, eCoupons offered by nearby (up to 5km) participating GoSpree merchants will show up when Users search for eCoupon offers by 'location'
- **Receipt Scanning** – To reward GoSpree Users for shopping at GoSpree merchant Stores for eg top spenders of the day, month or year.
- **eGifting** – GoSpree shoppers can send eCoupons as gifts by SMS and WhatsApp

For merchants, the use of QR Codes to invalidate eCoupons will expedite invalidation of eCoupons at the cashier point and allow for detailed reconciliation and reporting of eCoupons redemption by individual outlets.

About One Kampong Gelam

One Kampong Gelam (OKG) is a precinct association that has Kampong Gelam interests at its core. Its main objective is to preserve the cultural heritage, develop connectivity, boost business and increase visitorship for businesses and stakeholders of Kampong Gelam. To that end, OKG works with government agencies, independent organisations as well as other associations to meet its objectives. OKG was registered with the Registry of Societies since 2013, and is managed by an Executive Council comprising volunteers, and a full-time administrator.

About Orchard Road Business Association

Since 1998, ORBA seeks to enhance and improve the business environment on what is now one of the world's most acclaimed shopping, dining and entertainment precincts. Businesses along Orchard Road are promoted and facilitated on a timely basis, through events, business development, promotion and marketing.

ORBA initiates change with the aim to continually excite people and keep them coming back to the great street we believe Orchard Road to be. ORBA also acts as the Place Manager of Orchard Road, assisting in its development, activities and other public issues. The Association represents members and through close collaboration with different stakeholders and authorities, addresses and resolves issues that affect the precinct.

Organised By



In Partnership with



Supported By



Held In



About Restaurant Association of Singapore

As the largest F&B Association in Singapore, Restaurant Association of Singapore (RAS) has more than 400 members, representing close to 700 brands that operate more than 3,600 outlets. Our members comprise a good mix of business models such as restaurants, caterers, fast food and food courts, with various cuisine types, thus providing a wholesome view and opinion, with the common goal to propel the industry forward.

Since 1980, RAS has acted as a collective voice for the F&B industry and strives to advance the industry through various platforms such as bridging closer working relationships between businesses and government agencies, networking events for members, recognition and awards platforms and administering programmes to drive business success.

About Singapore Furniture Industries Council

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings and materials suppliers. Currently, the council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam. SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, as well as upgrading business capabilities.

About Textile and Fashion Federation

Textile & Fashion Federation (TaFF) is the official association for the textile and fashion industry in Singapore, and plays an active role in the development of the industry representing and supporting members from retail to manufacturing.

The Federation facilitates the growth of local fashion designers and retailers and advocates national pride to 'Buy & Wear Singapore'. In line with the government commitment, TaFF is working to position Singapore as a fashion technology hub in Asia by showcasing technological innovation and opportunities for the industry. TaFF further champions programmes that build capability, market and expand Singapore's fashion and textile businesses internationally, and promote environmental sustainability with eco-friendly business practices. With strong local and international networks, TaFF is able to raise the visibility of local fashion brands and businesses at home and overseas.

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

Organised By



In Partnership with



Supported By



Held In

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

About Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.

More: www.stb.gov.sg or www.visitsingapore.com | Follow us: facebook.com/STBSingapore or twitter.com/stb_sg

For Media Enquiries and Interview Opportunities, please contact GSS@mutant.com.sg

Alyson Tay
Mutant Communications
Alyson@mutant.com.sg
+65 9678 5388

Lina Marican
Mutant Communications
Lina@mutant.com.sg
+65 9180 9215

Organised By



In Partnership with



Supported By



Held In