



21 June to 28 July 2019

Embargo Till After 5.00pm on 21 June 2019

MULTI-TAC COLLABORATION LAUNCHES REBRANDED GSS: EXPERIENCE SINGAPORE

*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 deliver a retail experience that transcends beyond discounts*

SINGAPORE, 21 June 2019 – GSS: Experience Singapore, Singapore's brand new avatar for the former 25-year old “Great Singapore Sale” was officially launched today at the spanking new Design Orchard by Guest of Honour Dr Tan Wu Meng, Senior Parliamentary Secretary, Ministry of Foreign Affairs & Ministry of Trade and Industry accompanied by the heads and representatives of the multiple trade association partners working together in this effort to launch this year's GSS:ES. This included Singapore Retailers Association (SRA), 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).

About 200 guests and partners witnessed the launch when SPS Dr Tan and the trade association partners hit the button on a mock traffic light at the rooftop of Design Orchard and brought traffic on all 3 roads at Cairnhill Road, Grange Road and Orchard Road to a simultaneous halt. More than 100 *flash mob* dancers then burst into the yellow box junction at the traffic intersection and danced their way into the hearts of the Orchard Road audience. It was literally a traffic-stopping “Orchard Road Fashion Scramble” as 100 models subsequently took over the ‘yellow box traffic intersection’ to showcase collections from local designers, international brands and collections from fashion design schools.

All this happened while pedestrians continued to cross at the junctions of all 3 roads simultaneously and where drivers had front row views of the fashion extravaganza!

Mr R Dhinakaran, President of the Singapore Retailers Association, the organiser of GSS: Experience Singapore said, “As the retail landscape advances, it was important for our flagship retail extravaganza to reflect that, too. SRA is incredibly grateful to all our partners for bringing the first ever cross-sector collaboration to life by leveraging the synergies of different industries to create an all-encompassing lifestyle event to meet the demands of today’s experience-seeking consumer.”

Ms Ranita Sundra, Director, Retail and Dining, Singapore Tourism Board (STB), said, “The re-branded GSS: Experience Singapore offers local and overseas visitors a fun, exciting and differentiated retail experience, complemented by lifestyle offerings such as art, film, music and dining pop-ups. This is aligned with our broader vision for Orchard Road to be a lifestyle destination, and we invite both locals and visitors to enjoy the shopping deals and lifestyle and entertainment offerings on offer.”

Mr Alan Yeo, Director of Retail and Design of Enterprise Singapore said “Modern consumers are hungry for new, innovative, and engaging experiences. We are glad that the various trade associations and retailers are working together to harness their combined expertise, networks and new ideas. This synergy has led to GSS: Experience Singapore, a transformed platform that allows lifestyle enterprises tell their brand stories in fresh, innovative and inventive ways.”

Chairman of the GSS: Experience Singapore Organising Committee Mr Danny Lim, also Senior General Manager for SEA, A1-Futtaim Group added “ The extensive range of events and activities organised in connection with GSS: Experience Singapore is testament of the co-operation of partners across the different retail sectors. Today’s Orchard Road Fashion Scramble would not be have been possible without the support of our other industry agencies – Land Transport Authority (LTA), Singapore Police Force (SPF), Traffic Police, Singapore Civil Defence Force, and many other agencies involved to ensure safety and security amidst the festivities. Our heartfelt appreciation indeed!”.

The weeks ahead will be bustling with activity with a massive array of exciting pop-up events that celebrate local lifestyle, fashion, culture, art and talent until 28 July 2019.

- **The Great Singapore Street Pop-Up** which opens daily from 21 to 30 Jun (11am to 10pm) with 42 retail and F&B operators from cult jeans and active sports wear, fashion apparel and accessories, furniture and home furnishings, jewelry and vintage collectibles, cosmetics, arts and crafts and FOOD!~ There's Ah Hoi's chilli crabs, sashimi & sushi and even Singapore's very own concoction of bubble tea
- Going beyond the usual sphere of retail outlets to celebrate one of Singapore's oldest urban precincts: Kampong Gelam (KG), **The Experience Kampong Gelam** (5 - 14 July 2019) endeavor to educate both locals and overseas visitors about the cultural and national significance of this beautifully preserved community through a fashion show, car boot sale, home and lifestyle bazaar, cultural entertainment and curated precinct tours
- **The GREAT Furniture Showcase** at Robinsons The Heeren (Level 5) will showcase new and /or limited-edition creations specially produced for the GSS: Experience Singapore period by design houses like 11H, Creativeans, Fraction Design Studio, Modu Designers, Nextofkin Creatives, and OON
- **EXPERIENCE The Future of Retail** where retailers – specifically Under Armour, Atomi Lifestyle & Furniture Boutique, The Shirt Bar, The Commune Lifestyle and Decathlon Singapore Lab, embrace digital technology to offer shoppers experiential experiences
- **The GREAT Singapore Stories** is an evocative collection of local films, music and stories told by Singaporean filmmakers, musicians and students. Watch curated short films made by students of Temasek Polytechnic, movies by Singapore filmmakers ('Forever Fever' @Design Orchard Rooftop on 22 Jun & 'A Great Great World' @Grange Road Carpark on 28 Jun, courtesy of Singapore Film Commission) and tune in to jazz bands and buskers performances by our very local talents. Log in gss.sra.org.sg for entertainment schedule
- Classroom learning takes to the retail floor with creative window shopfronts designed and produced by Visual Merchandising & Interior Design students from Raffles Design Institute, Singapore Polytechnic and Temasek Polytechnic. Check out their creative works at these stores – CYC at Capitol Piazza & Fullerton Hotel; Deja Vu Vintage (Millenia Walk), Echo of Nature (Suntec City), Playdress (Suntec City) and The Commune Life (Millenia Walk). Take a photo of yourself at these "**Windows ALIVE**" storefronts, upload it onto #GSSExperienceSG and stand a chance to win shopping vouchers.

- **The GREAT Shopping Spree** come in the form of sales, discounts and special treats to get one shopping and dining all 38 days of the GSS: Experience Singapore season from 21 Jun to 28 Jul 2019. **TGIF!** which takes place EVERY FRIDAY (on 21 and 28 June. 5, 12, 19 and 26 July) and **7.7 GST Absorbed Day** will give you more reasons to shop, dine and play!
- **Download GoSpree** for more exclusive deals - Robinsons \$5 GoSpree coupons (2,500pcs) every Friday; \$32 for Downtown East Celebration Booklet (worth over \$700);

More details around GSS: Experience Singapore 2019 and the full activity line-up can be found in the attached Media Fact Kit and accompanying Annexes.

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

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About GSS: Experience Singapore 2019 (21 June to 28 July)

GSS:Experience Singapore is more than just a sale - it's a retail experience that encourages locals and tourists to take home a slice of Singapore. The spotlight is on local brands and unique cultural precincts to entice one to shop, dine, play, explore and to LIVE IT UP! As well as help catapult our local talent to the fore and build a pipeline of future retail Singapore brands. Experience Singapore like never before. Embark on a retail adventure which kicks off at the heart of the country's retail oasis at Orchard Road, including a flurry of enriching activities at prominent cultural and historical hotspot Kampong Gelam.

Leveraging on the successful heritage of the 25-year Great Singapore Sale which has won the hearts (and wallets) of locals and tourists from all over the world, the rebranded GSS: Experience Singapore (GSS:ES) is a proactive response to the ever evolving retail landscape, changing consumer preferences and competition from the online marketplace.

This first multi-association collaboration with placement agencies One Kampong Gelam(OKG) and Orchard Road Business Association (ORBA) as well as Trade Associations like Restaurant Association of Singapore (RAS), Singapore Furniture Industries Council (SFIC) and Textile and Fashion Federation made it possible for Singapore Retailers Association (SRA) - owner and organiser of the famed GSS the last 25 years- to stitch together the events and activities lined up for GSS: Experience Singapore. This event is supported by Enterprise Singapore, Singapore Tourism Board and Urban Redevelopment Authorities.

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

About Singapore Retailers Association (SRA)

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 work 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 SRA's 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'. 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 GoSpree 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 (OKG)

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. 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 (ORBA)

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.

About Restaurant Association of Singapore (RAS)

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 (SFIC)

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 (TaFF)

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 (ESG)

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

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 (STB)

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.

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