



**'Knightsbridge fully leased with Abercrombie & Fitch taking up the prime corner unit'**

***U.S retailer Abercrombie & Fitch opens 1<sup>st</sup> South East Asia Flagship store at Kingtsbridge, Singapore – Park Hotel Group's luxurious flagship property***

*Singapore, March, 2011* – Knightsbridge, the distinctive four-storey retail podium along Singapore's premier shopping belt is now fully leased with iconic American brand Abercrombie & Fitch taking up the prime corner unit. Knightsbridge currently houses a prominent collection of flagship stores such as Topshop / Topman, Brooks Brothers, Tommy Hilfiger, Malmasion by The Hour Glass, Dickson Watch & Jewellery, Pure Fitness and CIMB Bank.

Abercrombie & Fitch ("A&F") takes the first step into South East Asia and second in Asia after its' foray into Japan in 2009 by opening a store at one of the most prominent shopping districts in the Asia and Singapore's most pulsating shopping district – Orchard Road. Knightsbridge is a novel retail concept integrated within Singapore's most fashionable hotel - Grand Park Orchard. With all tenants fully opened and the entrance of A&F, Grand Park Orchard/Knightsbridge is set transform the retail experience on Orchard Road.

A&F's flagship store in Singapore will command a space of approximately 21,000 square feet that spans over four-storeys. The store is slated to open for its Autumn/Winter collection in the 2<sup>nd</sup> half of 2011.

Abercrombie & Fitch, an Ohio-based Casual Luxury themed brand, promises to deliver the same 'all-American' experience – including the young, fun and good-looking 'store models' and the same merchandise that is found at its any other flagship stores around the world, reflecting their brand's heritage, youth and sex appeal with a unique emphasis on quality and store experience.

"We think that South East Asia represents a great opportunity for the brand and Singapore makes a great fit," said an A&F spokesperson. "Our launch in Singapore is answering an established enthusiasm for A&F, and giving our fan-base a place to go and live the brand."

Abercrombie & Fitch, originally founded in 1892 as a store for sporting, hunting and outdoor



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gear, is known for its prominent customers in the past like Theodore Roosevelt and Ernest Hemingway.

In their recent announcements, A&F revealed that they will be opening a total of six A&F flagships this year, which includes previously announced Paris and Madrid openings, as well as latest openings which will include Dusseldorf, Brussels, Dublin and Singapore – the only Asian city among the list.

“We are ecstatic that A&F has chosen Knightsbridge to be the location of its first flagship store in South East Asia. This is a testament to Knightsbridge’s premium location and unique positioning, as well as Grand Park Orchard’s successful branding as Singapore’s most fashionable hotel.”

“For Orchard Road to continue to be the premier shopping destination for locals and tourists, we need more interesting and iconic retail concepts and brands such as A&F to set foot in Singapore. The opening of the A&F flagship at Knightsbridge in Orchard Road will increase the vibrancy and quality of shopping experience in Singapore,” said Mr Allen Law, Director of Park Hotel Group.





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### ***About Knightsbridge***

*Stemming from London's most fashionable address, Knightsbridge as a retail locale creates a new language for luxury at its finest; transforming the local shopping scene as a forerunner of high fashion trends. Offering customisable retail spaces, double volume façade frontages and direct street access, Knightsbridge is a bold initiative never before seen for retail spaces in Singapore.*

*Fully leased out, the distinctive four-storey retail podium along Singapore's premier shopping belt houses a prominent collection of flagship stores such as Abercrombie & Fitch, Topshop / Topman, Brooks Brothers, Tommy Hilfiger, Malmasion by The Hour Glass, Dickson Watch & Jewellery, Pure Fitness and CIMB Bank. Through its novel retail concept integrated within Park Hotel Group's luxurious flagship property- Grand Park Orchard, Knightsbridge stands out as an icon of stylish sophistication for the truly discerning.*

Website: [www.knightsbridge.com.sg](http://www.knightsbridge.com.sg)

### ***About Park Hotel Group***

*Established in 1961 and headquartered in Singapore, Park Hotel Group is a fast-growing chain of city centre hotels in Asia-Pacific, committed to providing quality hospitality. In Singapore, the portfolio comprises Grand Park Orchard, the Group's flagship hotel, Grand Park City Hall and Park Hotel Clarke Quay. The Group's regional stable of properties in China includes Grand Park Kunming in Yunnan; Grand Park Wuxi in Jiangsu; Grand Park Xian in Shaanxi and Park Hotel Hong Kong; as well as Grand Park Otaru in Japan.*

Website: [www.parkhotelgroup.com](http://www.parkhotelgroup.com)

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