

For Immediate Release
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THE GREAT SINGAPORE SALE

The Great Singapore Sale takes place from 17 July to 14 August.

This is the first time a co-ordinated annual sale has been held in Singapore and most Orchard Road retailers are taking part in the Sale. These include Taskashimaya, Robinsons, Isetan, Metro, Tangs and Tangs Studio.

Shopping centres behind the Sale include Wisma Atria, Plaza Singapura, Orchard Point, Forum and Centrepoint.

Away from Orchard Road, centres such as Raffles Hotel Arcade, Liang Court, Marina Square, Funan Centre, Clarke Quay, Junction 8 and even retailers at Changi Airport are taking part.

Discounts up to 70 per cent will be offered on a wide range of goods throughout the month of the Sale. Electronic equipment, jewellery, high fashion, children's clothes, books, toys and branded goods will become even more attractive than usual as prices are slashed.

The Great Singapore Sale is being organised by the Singapore Tourist Promotion Board (STPB) and Singapore Retailers Association (SRA).

Extensive promotional and advertising campaigns have been employed by STPB to market the Great Singapore Sale. The Sale's official cardholder, VISA, also contributed by sending information about the event to more than half a million cardholders in the region.

In time, the organisers hope that the Great Singapore Sale will become as popular in the region as the London and Paris sales are in Europe and the New York sales are in the United States.

Features of the 1994 Great Singapore Sale include:

- * A S\$1.5 million art auction, featuring paintings and calligraphy by renowned masters such as Qi Baishi, Wu Changshou, Xu Beihong, Lu Yanshao and Professor Wu Guanzhong
- * The million-dollar Swatch Emotion exhibition, which celebrates the history and future of Swatch watches
- * The world's largest uncut diamond, the 620-carat Sefadu, which is the size of a large lemon
- * The De Beers International Jewellery Collection, comprising more than 40 pieces of award-winning contemporary diamond jewellery
- * The 'Quality Time Collection', featuring more than 3,000 models of watch-along with some absolute rarities-in an up market setting based on a famous international watch fair
- * A mighty computer Notebook sale at the Funan Centre
- * An STPB limited edition MRT card featuring the Great Singapore Sale logo, available from Tangs, Tangs Studio, Robinsons, Marks and Spencer/St Michael's (Centrepoint), Metro Marina and Emporium Holdings (Hougang). Twenty of these cards will win their holders MRT cards with a stored value of \$200-the highest amount available to the public so far.
- * A 12-hour board game marathon organised by Waddingtons and Liang Court.

- * The World's smallest watch mechanism and the watch worn by Neil Armstrong when he landed on the moon, at Sincere Watch's "A Sincere Tribute to the Spirit of Time".

Other events lined up to celebrate the Great Singapore Sale include the Taskashimaya "Great Grab", a summer carnival at Change Alley, mad auctions at Marina Square and sporting and ice-cream eating competitions at the Capitol Building. Super-special shopping bargains will also be offered by retailers such as Robinsons and Tangs (which will open for the first time ever on a Sunday, on 17 July).

Mr Pek Hock Thiam, Executive Director of STPB, says the Great Singapore Sale is an opportunity for retailers to add even more value to the Singapore shopping experience.

"Singapore is ranked among the most popular tourist destinations in the region, and shopping is ranked as one of the most popular pastimes," he said.

"One of our aims with the Great Singapore Sale is to give visitors and Singaporeans alike something to look forward to in terms of shopping, and a reason to return for more.

"The Great Singapore Sale is an opportunity to showcase what Singapore has to offer in the way of range and quality of goods, value-for-money prices, an exciting atmosphere and that all-important little bit extra."

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