



AVANA: *loft*™

For immediate Release

**AVANA unveils lifestyle boutique Avana: loft in Pacific Plaza
for mom-daughter bonding experiences**



9 February 2009: Mothers and daughters, mark your shopping weekends. Multi-label fashion house AVANA officially launches its lifestyle store in Pacific Plaza. Known for its diverse range of international prêt-a-porter labels, AVANA has been dressing Singapore's chic set for more than 20 years. With the opening of AVANA: loft at Pacific Plaza, its discerning clientele will be further spoiled for choice, following the recent opening of Avana: j for jetsetters.

Its well edited selection from the world of high fashion will cater to anyone from precocious teens to groovy dames, already loyal customers of Avana. It is the fruition of a mother and daughter's effort over two decades to accentuate a woman's individual beauty through a customised walk-in wardrobe of carefully selected outfits. **Avana: loft aims to celebrate the most important occasions as mother and daughter bond and engage in various rites of passage in their lives from her first prom night, company dinner and dance, gala event to that important wedding day.** The Avana team specialises in personalised consultation on getting accessorised and styled for that important moment in their life.

The new venue of **AVANA: loft** is located on the third floor (unit 03-09/10) of Pacific Plaza. It aims to transform the apparel brand into a premier lifestyle brand by positioning Avana: loft to deliver an experience-based valued proposition for their targeted market segment of moms and daughters and propel educational workshops to engage value added experiences for the star in each woman. **More than just a boutique, AVANA: loft will enable mother and daughter bonding experiences in a cosy setting.** The team will also continue to have their "Empowering Women through Sense and Style Workshops" that provide insights on how to get that head to toe look for

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the right dress code, together with a matching jewellery piece, hair accessory and handbag for that perfect combination and stylish confidence. Some of the events and lifestyle workshops Avana has lined up are with noteworthy partners like the Association of Women Doctors (Singapore), the Tanglin Club and Officers' Women's Club.

“Whether it’s being groomed for your first prom night, getting into the right cocktail dress or gown for that bridal party or soiree, learning more about types of fabrics and correct accessorising, getting that perfect fit and tuck by their in-house seamstress or kicking back with a cup of tea, you’ll find it all under one roof.” Natasha Liok quips.

Moms and daughters can find time off their busy schedules and **come together to rejoice in girly pursuits in Pacific Plaza and to build memorable bonds.** Pacific Plaza offers a convenient playground with various lifestyle options from beauty spas and salons, sports stores and yoga activities to a mega music store and cafés in its vicinity.

Avana: loft houses an array of red-carpet looks for the modern bride-to-be as well as her bridal party such as mothers, bridesmaids and wedding guests. There will also be a range of elegant smart casuals for those seeking a more timeless appeal. It will showcase dresses from renowned American celebrity designers like *Sue Wong, Tadashi Shoji, Dina Bar-el and Marc Bouwer.* Other famed labels like *Jessica McClintock* and *JS Collections* from Canada are apt for registry of marriage occasions and for the beaming mother of the bride and groom respectively.



Jessica McClintock of Los Angeles, California and *JS Collections* from Canada

Pictures of Avana: loft are available at <http://www.box.net/shared/gm2xxha9p6>

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APPENDIX: a short profile on designers and labels at Avana: loft

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Designer labels at Avana: loft

Marc Bouwer: In the 1990s, Marc established his namesake design house with partner Paul Margolin and



became one of the first eveningwear-focused designers in America. Since then, Marc's innate sensibility, keen eye, and undeniable talent have landed him on the pages of revered international fashion publications and into the hearts of the world's most glamorous and watched women. Marc Bouwer Glamit! Inspired by his couture line, the every day, on the go woman can access his vision of glamour and undeniable craft. With a combination of sexy short cocktail styles and youthful glamorous evening gowns, Marc Bouwer wants women to look unapologetically sexy and unabashedly hip. Appealing to Hollywood, Marc Bouwer has been worn by such elite stars as Angelina Jolie, Halle Berry, Sarah Jessica Parker, Beyonce Knowles, Eva Longoria and Jessica Simpson, to name a few.



Now customers of Avana will be able to exude the same sophistication and glamour as these stars have projected with the latest Marc Bouwer Glammit collection.





Sue Wong: The house of Sue Wong is known for technical excellence as well as ornate and intricate detailing. Her garments are meticulously and lovingly hand beaded, embroidered and finished by true artisans, employing techniques that were once only practised in the couture houses of Europe. Her attention to detail and her garment cut are unsurpassed by her competitors. Vivacious and captivating Sue Wong herself proclaims: “I am a maximalist.”



Tyra Banks, Supermodel Tyra Bank’s hit show “America’s Next Top Model, Paris Hilton, Reba McEntire



Dina Bar-el: Dina founded her first design company in 1974. As a former model, Dina makes it her business to know her customer and understand the sexy curves of a woman's body. Dina's designs range from the perfect fit for a size 2 beauty to the curvaceous size 14 woman. The decision to create dresses in the business was her daughter's idea, Orna BAR-EL, whose inspiration and spirit brought forth beauty and elegance that still lives on today in every Dina Bar el dress.

Dina continues to design and create each beautiful design thoughtfully in memory of her loving daughter. Dina Bar-el dresses continue to grace the red carpet on numerous celebrities. Her designs are sought after and much desired in Hollywood as well as boutiques and stores around the world with an International appeal. Dina was born in Germany and came to the United States at the age of 18. She began designing t-shirts from her living room, forming an enterprise that quickly grew into the multi-million dollar savvy dress making operation that exists today. She is a testament to the rags to riches opportunities that make dreams a reality. She works in her designer showroom in downtown Los Angeles.



Felicity Huffman, Geena Davis, Jaslene Gonzalez of America's next top Model



Dina Bar-el became even more famous when finalists from several seasons of American Idol and Desperate Housewives wore her designs.

Dresses designed by Tadashi Shoji: Understated Elegance

Tadashi Shoji is the founder and chief designer of the Tadashi and Tadashi Shoji collections. Born and raised in Sendai, Japan, he began painting and drawing from a young age and eventually moved to Tokyo, where he studied fine art. It was during this period that Tadashi became intrigued with New York City and its role in the contemporary art scene. He moved to the United States to attend university in Los Angeles and further his artistic development, when he discovered fashion design and awakened a life-long passion.



Established in 1982 by designer, owner, and President Tadashi Shoji, the Los Angeles-based fashion house Tadashi has become widely recognized for its original designs and innovative collections. The company has seen steady growth since its inception and is carried in more than 4,000 major department and specialty store doors worldwide, including Neiman Marcus, Nordstrom, Saks Fifth Avenue, Bloomingdale's and Macy's. In addition to a thriving wholesale business, Tadashi maintains its own retail operations with two signature boutiques in the United States – one in the prestigious South Coast Plaza and another in Forum Shops at Caesars in Las Vegas.



Carrie Underwood, Helen Mirren, Jane Seymour, Queen Latifah, Katherine McPhee, Ms Universe pageant. Women love his designs as they flatter all shapes and sizes.



La Femme – Best prom dresses



La Femme dresses are from a group of designers who deliver unique and elegant formal dresses.

Their glamorous evening dresses are seen at many red carpet events throughout the country, including The Academy Awards and the Emmys. The styles range from cocktail dresses to mother of the bride dresses. It has been featured in many fashion magazines, including InStyle, Zink!, and People Magazine in the States

The La Femme Prom collection is known in the industry as being a designer prom line. There are dresses for every look: from the sexy prom dress and the short prom dress, to the sweet prom dress and the vintage prom dress. Their unique prom dresses are featured regularly in Seventeen Magazine, Teen Magazine and Your Prom in the States



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Aidan Maddox: Avana: loft also stock labels from the United States like Aidan Maddox.



About AVANA:

AVANA at #01-07 Shaw Centre houses a range of international ready-to-wear designer apparel and accessories from the fashion capitals of the world. It is known as the port of call for ladies looking for chic casual wear, fun cocktail numbers, glamorous evening ensembles, or simply to make a bold fashion statement. Started by Serene Liok more than 20 years ago, from her interest in jewellery and her love of dressing up her friends, the boutique is a veritable walk-in wardrobe with each ensemble tailored to bring out a woman's unique beauty. **AVANA: j at Unit 01-07 Pacific Plaza** was the second instalment to this multi-brand concept at Shaw Centre and is the brainchild of Natasha Liok. She brought in zesty labels from Australia, America and Europe for the stylish jetsetter in her twenties to forties, both for work and play. **Avana: loft** culminates the fruition of a mother and daughter's effort over two decades to accentuate a woman's individual beauty through customised experiences. It aims to enable mother and daughter bonding experiences and offer an array of red-carpet looks for the modern bride-to-be as well as her bridal party such as mothers, bridesmaids and wedding guests. Dresses for prom princesses avail as well.

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