

# WORLD RUNWAY PREMIERE

September 13, 2011

## **“WORLD RUNWAY” Fashion Battle to be Held in Singapore** **—Eight Countries Will Compete to Win the Style War—**

Raffles Royal Runway, Pte Ltd. (Head Office: Ocean Financial Centre, Singapore; Representative: Lian Kim Seng; hereinafter “RRR”) and Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter “Dentsu”) announced today that a new genre fashion contest event, FASHIONQUAKE AID 2011 “WORLD RUNWAY” –PREMIERE–, will be held in Singapore from September 16 to 18, with eight participating countries from around the world transcending brands to compete in a style battle.

Until recently, fashion events have tended to be single-brand shows. However, in 2005 several popular brands were gathered together under one roof for the Tokyo Girls Collection. This event, with the theme of “Real Clothes from Japan to the World,” was a totally new fashion event that shook the world. Jake f.R, who handled the planning and production of this semi-annual show until January 2011, will be the director for “WORLD RUNWAY,” a new concept event which will take the form of a tournament-style fashion battle with a given theme in which the participating countries will pit their style techniques against each other. RRR and Dentsu will handle all the details regarding the actual implementation.

The countries participating in the inaugural event, which is being sponsored by the Singapore Tourism Board, are: Brazil, France, Italy, Japan, Russia, Singapore, the United Kingdom and the United States. The style battle will unfold between teams that include a stylist as the director and team leader, a makeup and hair artist, and five models. The event will be made into a television program, with plans to broadcast it throughout Asia at a later date. The winning team will be awarded a monetary prize, part of which will be donated to disaster relief activities around the world.

RRR will be responsible for producing, running and promoting the event, while Dentsu will handle sponsorship sales and the sales of worldwide broadcasting rights. Building on the momentum generated by this premiere, the two companies will consider positioning this radical WORLD RUNWAY concept as a Fashion World Cup, and hold tournaments throughout the world.

## **FASHIONQUAKE AID 2011 Event Description**

(1) Title: FASHIONQUAKE AID 2011 "WORLD RUNWAY"

Duration: September 16 to September 18, 2011

(2) WORLD RUNWAY –PREMIERE– Event Details

Name: WORLD RUNWAY –PREMIERE–

Date: Sunday, September 18, 2011;

Doors open 15:00; Start 16:00, End 22:00 (estimated)

Venue: Singapore Indoor Stadium

Organizer: WORLD RUNWAY Executive Committee

Sponsor: Singapore Tourism Board (STB)

Director: Jake f.R

## **Tournament Rules**

Each participating country will form a team that includes a stylist as the director and leader of the team, a makeup and hair artist, and five models appointed by the WORLD RUNWAY Committee. The teams will have two days, September 16 and 17, to select clothes and accessories related to the theme provided by the WORLD RUNWAY Executive Committee from boutiques and shopping malls in Singapore. Their selections may be made freely, from high mode to street fashion brands. The judging panel will comprise one judge from each of the eight countries, and the team that receives the most points will be named the winner of the competition. The winning team will be awarded a prize of \$100,000 (SPR), of which \$50,000 (SPR) is to be donated toward natural disaster relief activity as "FASHIONQUAKE AID."

## **Corporate Profiles**

### **Raffles Royal Runway, Pte Ltd.**

Corporate Name: Raffles Royal Runway, Pte Ltd.

Head Office: 10 Collyer Quay, #10-01 Ocean Financial Centre, Singapore 049315

Representative : Lian Kim Seng

Principal Business: Planning, management and production of businesses related to fashion and brands

### **Dentsu Inc.**

Corporate Name: Dentsu Inc. (<http://www.dentsu.com/>)

Head Office: 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7001, Japan

Representative: Tadashi Ishii, President & CEO

Principal Business: Provision of integrated communications solutions through the company's unique "Integrated Communication Design" approach; management and business consulting services

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