

**FOR IMMEDIATE RELEASE**

**NEW EXCITING LIFESTYLE OFFERINGS AT PALAIS**

**Singapore, 24 March 2015** – Luxury shopping destination Palais Renaissance welcomes three new exciting lifestyle boutiques to its carefully curated selection of dining, fashion and lifestyle offerings, offering more options for style-savvy shoppers.



**MARIA GRACHVOGEL**

Celebrated London-based designer, Maria Grachvogel opens her new eponymous Singapore boutique at Palais Renaissance, offering a divine selection of pieces embodying cutting-edge design, intoxicating prints, beautiful fabrics and unrivalled cut.

Founded in 1994, **Maria Grachvogel** remains an innovative British brand offering a unique blend of old world craftsmanship with an innovative approach to design. Emphasis is placed in pushing the boundaries of conventional methods of cutting and fitting, with fittings of each design done on a range of women to ensure the pieces really flatter a woman's body. All pieces with digital 'Artwork Prints' are also hand-painted by Grachvogel to sculpt the silhouette and create three-dimensional art on the body. Stunning pieces have been spotted on celebrities such as American singer Nicole Scherzinger, Irish presenter Laura Whitmore, and English actresses Camilla Rutherford and Laura Haddock.

Based on the retail concept of the Maria Grachvogel Townhouse and Atelier located in London's famous Chelsea neighbourhood, the brand's Singapore outpost at Palais Renaissance is a light, airy intimate space with modern touches. Floor-to-ceiling glass panels surround the store, inviting passers-by to admire the inspiring prints the designer has become renowned for, while the changing area and all furniture are upholstered in Maria's signature hand-painted Artwork print.

***Maria Grachvogel is located at #01-07.***



**P5**

Offering premium contemporary brands in furniture and lighting, **P5** was founded in 2009 and named after its original home at 5 Purvis Street. With glass walls and a light palette, the 700-square foot store is an intimate setting for tasteful, simple and well-crafted furniture pieces sourced from all around the world, perfect for its loyal following of fans including architects, designers, collectors, and discerning homeowners. The store's carefully curated portfolio of 25 American and European brands includes big names such as design company *BassamFellows*, French industrial designer *Serge Mouille*, Italian contemporary furniture brand *Arflex*, German furniture label *e15*, and customer favourite *Piet Stockman*, a renowned Belgian ceramic designer.

Noteworthy pieces include the *Artichoke Pendant Lamp* in Copper, designed by Poul Henningsen for Louis Poulsen and the *Sturm und Drang Mirror*, designed by Piero Lissoni for Glas Italia. Made up of 72 copper "leaves" in twelve circular rows, the *Artichoke Pendant Lamp* is a classic masterpiece that allows the light source to be invisible from any angle, providing a glare-free light source. The *Sturm und Drang Mirror* is a magnificent mirror with a Murano glass frame, constructed through a complex hand-made production process, making each piece one of a kind.

Prices at P5 begin at \$350 for tableware to between \$10,000 and \$50,000 for sofas.

***P5 is located at #01-10.***



## **DEFRED JEWELLERS**

Jewellery aficionados will be delighted as luxury jewellery brand **DeFRED Jewellers** opens its doors at Palais. The 1485-square foot store boasts a breathtaking selection of fine jewellery and timepieces, in all of its dazzling glamour.

The story of DeFRED Jewellers began with founder, chairman and designer Fred Ho, who was born into a family with vast experience in the jewellery trade. Ho demonstrated an artistic inclination at an early age of 12, winning numerous art prizes in school, and prompting Ho's father to pull him out of school to focus on his training within the family's jewellery factory in Hong Kong. At age 18, Ho was sent to an arts school in New York to pursue formal training. Upon graduation, Ho abandoned the safe route of joining the family business in favour of venturing to Singapore to become a supplier of precious gems, before taking the bold leap to set up his own jewellery boutique, DeFRED Jewellers in 1984.

A large opulent crystal chandelier frames the store's main hall, providing an impressive conversation starter for guests, while soft lighting illuminates the intriguing curved display showcases, inspired by meandering streams. Solid teakwood sliding doors separate the main hall from a lavish private room, reserved exclusively for special customers.

Eye-catching pieces from DeFRED Jewellers are often seen on the likes of local celebrities, society guests, and royalty from around the Asian region. A special piece to note is the *Gifted Ring*, an eye-catching 18K white gold ring shaped like a bow, with over 500 round brilliant cut pavé-set diamonds, totalling a remarkable 8.00 carats. This versatile design comes in various sizes.

With an extensive knowledge on gemstones and a commitment to great customer service, Ho travels frequently to countries such as Brunei, Malaysia and Indonesia to take special orders in person from foreign clients, and regularly goes the extra mile in accompanying customers to countries such as Sri Lanka, Columbia and South Africa to source for the perfect stone.

***DeFRED Jewellers is located at #01-02.***

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### About Palais Renaissance

Located at the premium shopping district of Orchard Road, Palais Renaissance has established itself as an exclusive shopping destination that provides an intimate respite amidst the hustle and bustle of the city. With 31 shops and a retail space of about 50,000 square feet, Palais Renaissance is a treasure trove for the who's who of the local and expatriate community, trendsetters and well-heeled travellers who traverse the hallways for a taste of luxury living and deluxe lifestyle offerings. Palais Renaissance is the proud winner of numerous accolades such as the 'Top 3 Best Layout in Central Orchard' and 'Top 3 Super Service Award' in the Her World & Nuyou Mall Awards 2014. Housing an assembly of exclusive boutiques and choice names, Singapore's definitive address to luxurious offerings can be found **Only at Palais**.

Palais Renaissance is owned and managed by leading property developer - City Developments Limited. It is located at 390 Orchard Road Singapore 238871. For more information, visit [www.palais.sg](http://www.palais.sg).

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### For media queries, please contact:

Yong Huishan

PR Manager

on behalf of Palais Renaissance

T: +65 6299 9747

M: +65 9794 2824

E: [huishan@mercurymc.com](mailto:huishan@mercurymc.com)

Trisha Choo

Senior PR Executive

on behalf of Palais Renaissance

T: +65 6299 9729

M: +65 9272 8052

E: [trisha@mercurymc.com](mailto:trisha@mercurymc.com)

### Annex A

### **STORES AT PALAIS RENAISSANCE**

#### **FASHION, SHOES & ACCESSORIES**

BELLE & TULLE BRIDAL • BREITLING BOUTIQUE • DEFRED JEWELLERS •  
EYE WERKS • HENG NAM NAM BOUTIQUE • LULA ROCK •  
MARIA GRACHVOGEL • MOUAWAD • PATCH MAGIC •  
THE LINGERIE SHOP • TYAN • YULI INC. (ZORAB) FINE JEWELLERY •

#### **HAIR, BEAUTY & SPA**

CASEY INC. HAIR & BEAUTY • MEDICAL AESTHETICS SPA (UK) •  
PASSION HAIR SALON • PHILIP KINGSLEY TRICHOLOGICAL CENTRE •  
PHOENIX LA BEAUTÉ • PRIVÉ AESTHETICS • PRIVÉ CLINIC •  
RENAZA NAIL SPA • TOUCHE ELITE •

#### **HOME & LIVING**

P5 • STEINWAY GALLERY • STEINWAY SERENADE • STRANGE & DERANGED •

#### **FOOD & BEVERAGE**

ARTISAN CELLARS • GINZAWA • ISHINOMAKI GRILL & SAKE BAR •  
JING HUA XIAO CHI • P.BISTRO • PS.CAFE •