

Calvin Klein steel

Peep Show at
TANGS Orchard, Singapore

CALVIN KLEIN UNDERWEAR UNVEILS ITS PEEP SHOW

First ever underwear presentation in South-East Asia on Orchard Road

Singapore, 23 May, 2008, - Calvin Klein Underwear is stopping traffic with its first ever peep show along Orchard Road, just outside department store Tangs Orchard from 23 May to 25 May. The brand, famous for its sensational advertising campaigns and innovative product designs, will showcase a collection from its best-selling Steel range.

Similar to a still life exhibition, five models will be serving as live mannequins within a Steel box, constructed just outside Tangs Orchard Main Plaza, the side which faces Singapore's busiest shopping strip. Passers-by can experience a Peep Show where they can see the limited edition Steel range for men as well as a new Steel range for women.



"This is the first ever Peep Show in South-east Asia and is a fresh but sensational way of looking at underwear. This Peep Box serves as the 'runway' for our new Steel additions. So instead of a fashion show, we bring the ideas to you. You just need to peep in to see what's in store," says Tan Shi Ling, brand manager for Calvin Klein Underwear.

Adds Country Manager for L&F Branded Lifestyle (Singapore) Pte Ltd, Ms Pamela Tan, "Calvin Klein has always been a forward looking fashion brand. This concept shows that to stay ahead, we're constantly evolving to create opportunities to bring the ideas to the customer. There's no better way than to do so along Orchard Road outside Tangs." A part of the Li & Fung Retailing Group, Branded Lifestyle (Singapore) is the authorised retailer and distributor of Calvin Klein Underwear in Singapore and Thailand.

Calvin Klein Steel is the best-selling underwear range launched in Fall 2007. The line, which carries Steel designs for men and women, features a specially fabricated waistband with white or black exaggerated signature logo in engineered centre-front placement, and finished with masculine metallic-lustre. The Peep Show features its newest limited edition range for men – Steel Gold, where the waistband is a sheer gold, instead of silver. For women, the Black Steel range which features a black band and new microfibre fabrication.

The Peep Show kicked off with a launch party for VIPs on 23 May Friday but the real action happened on 24 & 25 May where the public peeped in and saw the latest Calvin Klein Steel collection from the afternoon.

Venue:

Main Plaza, Tangs Orchard, 320 Orchard Road

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About Calvin Klein

Calvin Klein, Inc., is one of the leading fashion design and marketing studios in the world. It designs and markets women's and men's designer collection apparel and a range of other products that are manufactured and marketed through an extensive network of licensing agreements worldwide. Brands/lifestyles include Calvin Klein Collection, ck Calvin Klein, Calvin Klein, Calvin Klein Jeans, and Calvin Klein Underwear. Product lines under the various Calvin Klein brands include apparel, accessories, shoes, hosiery, socks, swimwear, belts, eyewear, watches, jewellery, and fragrances, as well as products for the home.

About Li & Fung Retailing

Li & Fung (Retailing) Limited, a member of the Li & Fung Group, was formed in 1985 as a company wholly owned by Li & Fung (1937) Limited. Under Li & Fung Retailing, there are convenience store chain Circle K, Saint Honore cake shops, toys and children product specialty chain store Toys"R"Us and fashion retailing business, Branded Lifestyle, which manages retail outlets for brands like Calvin Klein Jeans, Calvin Klein Underwear, Mango and GANT. Li & Fung Retailing's businesses extend from Greater China to Korea, Singapore, Malaysia, Thailand, Indonesia and other South East Asian countries.

(Li & Fung Group website: www.lifunggroup.com)

About Branded Lifestyle

Branded Lifestyle, wholly owned by the Li & Fung (Retailing) Limited and a member of the Li & Fung Group, was established in 1986 to represent internationally renowned brands across the Asia Pacific region. Branded Lifestyle currently operates in Greater China, Singapore, Malaysia, Thailand and South Korea with over 230 retail points in prime locations. Brands represented by Branded Lifestyle include Calvin Klein Jeans, Calvin Klein Underwear, Mango, Leo, Uffizi, Roots, Billabong and GANT.