



**Sino-Ocean Taikoo Li Chengdu Fall/Winter Fashion Week 2015 Welcoming a Dazzling  
Launch  
FASHION OUT AND ABOUT**

From October 16 to 31, 2015, upon the first anniversary of its public debut, Sino-Ocean Taikoo Li Chengdu joins hands with "BAZAAR" to present a large fashion event "FASHION OUT AND ABOUT", bringing Chengdu the latest trends and a bright fashion feast. A big show with dizzying styles is about to start here, a new fashion landmark blended with classical and modern elements. Let's "FASHION OUT AND ABOUT" with the Chengdu attitude of "play fast, live slow"!

The trend of fashion extends without boundaries, no matter it is in London, Paris, Milan, or New York. Now it officially arrives in Chengdu. As the new fashion landmark in Chengdu, Sino-Ocean Taikoo Li Chengdu, with every person who loves fashion, brings together many international brands, exploring the infinite possibilities of personality and fashion while carrying the attitude of "fashion out and about" through to the end. During the "FASHION OUT AND ABOUT" Fall/Winter Fashion Week 2015, modern fashion shows will be held at the Temple Plaza of Sino-Ocean Taikoo Li Chengdu consecutively for three days, which will be a prelude to a new round of Chengdu fashion shows of different styles such as fantasy, retro, modern, and classic. Six international brands, i.e. KENT & CURWEN, DVF, CERRUTI 1881, SPORTMAX, Max & Co, and Maria Luisa Studio, will land here, setting off a new "FASHION OUT AND ABOUT" climax on the amazing T-stage on water via the interpretation of collision between fabric, colour, design and culture. Estee Lauder, Bobbi Brown, Toni & Guy and MM by Haircode will also provide full support of makeup and hair styling for this event, demonstrating the trendiest makeup and hair style of fall and winter 2015 and creating a perfect visual experience. Chase fashion and embrace your new self; find more possibilities of difference and freshness in trend. Sino-Ocean Taikoo Li Chengdu will take you to "FASHION OUT AND ABOUT".

**Three Big Shows Will Feast You with Global Fashion**

October 16

Modern Show Featuring Rebirth of Retro

The New York couture queen's namesake fashion brand DVF founded in 1970, UK menswear haute couture KENT & CURWEN and Italian menswear haute couture brand CERRUTI 1881

will debut in "FASHION OUT AND ABOUT" on the evening of October 16, ushering in new fashion for us. The three brands have established their first independent stores at the central lane of "fast lane" in Sino-Ocean Taikoo Li Chengdu which respects fashion, perfectly interpreting the combination of European and American classic and modern fashion. DVF's fall and winter women's dresses show the intellectual and gentle temperament of females from black and white neutral style to printing soft style with lace and silk; the diverse design styles make the dresses more overwhelming to the eye. KENT & CURWEN for this autumn and winter, with classic and innovative design sparks, creates a series of revolutionary modern luxury fashion sports apparel, re-interpreting the past glorious sport elements and the concept of luxury, which brings a refreshing outlook. Time-honored CERRUTI 1881 will continue its elegance, emphasizing slender lines and outline for this season; the vigour of fabric and straightforward style of colours blend with each other perfectly, with charming colour matching of different gradations, showing profound personal taste.

#### October 17

##### Pretty Lady in City

SPORTMAX and Max & Co., which are under the same group, will jointly bring a metropolitan fashionable women's favourite T-stage show on October 17, displaying femininity with different styles while offering fantastic fashion magic. SPORTMAX in Sino-Ocean Taikoo Li Chengdu is its flagship store in Chengdu, demonstrating Italian fashion, freedom, and avant-garde elements in the "fast lane" while constantly delivering the culture of style. The new season of SPORTMAX focuses on creating charming, comfortable and casual clothing: streamlines with exquisite tailoring, emphasizing the design of type version and texture based on purism ideas, staying simple, true and unadorned, full of young and energetic personality. Max & Co. flagship store located in Sino-Ocean Taikoo Li Chengdu attracted the American socialite Olivia Palermo to cut the ribbon at its opening ceremony. The simple down-to-earth design of the store shows its free and unfettered style. On the "FASHION OUT AND ABOUT" show stage, Max & Co. will create a unique world of colours. By matching a simple dark-color coat with a unique top in the same colour, it instantly changes the original dullness and creates a modern vibrant atmosphere.

#### October 18

##### Fashion Queen Present with Splendid Attire

The brand Maria Luisa Studio created by French haute couture queen Maria Luisa will take the leading role of the fashion show on October 18, bringing strong visual impacts and freshness. As it is shown in the flagship store in Sino-Ocean Taikoo Li Chengdu, Maria Luisa Studio, with its unique style, pursues the collision between elegance and individuality while adhering to its elegant and splendid design started from its founder. The 2015 fall and winter series of Maria Luisa Studio will draw upon the 1960s psychedelic Op Art for its innovation and boldness in visual effects. By using complex geometry, colour contrast and reconciliation, staggered overlapping of different shapes, it injects more changeable rhythm to the entire series with the lively colours jumping on black background, illuminating the silent night sky in

dark winter.

The six brands of this show are all located in "fast lane", the fashion lane in Sino-Ocean Taikoo Li Chengdu. This lane not only combines traditional and modern elements, retains the ancient urban fabric, but also integrates modern fashion and avant-garde style, leading in breaking traditions and brewing new fashion. The night of "FASHION OUT AND ABOUT" just starts from here!

### **Brands Join Hands to Create Surprises and a Fashion Out & About Carnival**

In addition to the three big shows, Sino-Ocean Taikoo Li Chengdu will launch numerous activities with other brands, including VIP Exclusive, preview of new products, appreciation of limited editions, limited-time offer and more, it's not just a carnival, it's Fashion Out and About. From October 16 to 18, all Rewards Programme consumers will receive double bonus with any purchase and the chance to get Apple Watch Hermès, enjoy a night at The Temple House, as well as a luxury spa provided by MI XUN.

Moreover, camera will capture the trendiest moments of consumers in Sino-Ocean Taikoo Li Chengdu during the period of "FASHION OUT AND ABOUT", collaborated with the famous street snapper P1.

Sino-Ocean Taikoo Li Chengdu is about to open an appealing fashion window for you, this is the destination to pursue one's dream for fashionable lifestyle. LET'S FASHION OUT AND ABOUT!

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