



FOR IMMEDIATE RELEASE

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### The Newest Runway In Town

15 DECEMBER 2006 — The Cannery will be host to the latest fashion site and scene from this month on. Lifebrandz Ltd has brought in FashionTV's Fashion Bar (FBar), the international brand name for the glamorous nightlife.

In response to FTV's launch in Singapore, FBar will provide a stylish setting for those who can't get enough of couture. Plasma screens will play FTV continually, with music from the hottest runway shows around the world.

The FBar setting is an elaborate reinvention of the London mod era. An original design, this cool spot resembles a plush boudoir. Tufted leather ceiling with dangling chandeliers, heavy drapes against the walls, silver leather banquettes, plush purple velvet ottomans, crystal-decked bar and mirrored DJ booth—complete the swinging '60s look.

According to Clement Lee, Executive Director of Lifebrandz Ltd, FBar will also be positioned as "the perfect venue for fashion/lifestyle launches, parties and media events". "It is definitely an occasion place for the style mavens so we hope to fill up FBar with elegant lunches and chic soirees outside of its bar operating hours. Fashion industry insiders will appreciate this."

Catering to the in-crowd's nibbling habits are scrumptious tapas served up with an elaborate menu of frothy champagne cocktails and FBar's signature martinis like "Sex on the runway".

"Inspired by Fashion TV, the Fashion Bar in Singapore targets the uber-stylish crowd and will be an exciting addition to the expanding palate of entertainment products at Singapore River. Its trend-setting and ultra-chic concept will be an irresistible draw for foreign visitors seeking a unique experience while in Singapore." says Mr Oliver

Chong, Director, Cluster Development (Events & Entertainment), Singapore Tourism Board. "It is world-class lifestyle offerings by brand names like Fbar that will boost Singapore's efforts to become the Entertainment Capital of Asia to help achieve STB's 2015 Tourism targets of \$30 billion tourism receipts and 17 million visitor arrivals."

### FBar Details

**Address** : Block 3C The Cannery, River Valley Road  
Clarke Quay  
Singapore 179022

**Enquiries/Reservations** : (65)6887-3733

**Website** : [www.fbar.com.sg](http://www.fbar.com.sg)

**Opening hours** : 5:30pm till late.

**Capacity** : 250

**Size** : 2,000 sq ft

**Highlights** : Silver, black and white colour theme. Mod look with abundant crystals and mirrors.

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### About The Cannery

The Cannery aims to be the ultimate entertainment, nightlife and food & beverage concept destination – the coolest party central of Asia. With 8 international brands and 18 unique concepts that include; the iconic dance club from UK – **Ministry of Sound**, chill-out **Kandi Bar**, glamorous **FashionBar**, Italian bistro **BICE**, sophisticated restaurant-bar **Barfly** and the highlight, a gallery/restaurant/bar/club for all your addictions, **The Clinic** and its molecular gastronomy restaurant **Aurum**, guests will be spoilt for choice. From pre-dinner to dinner to supper, it is one big fabulous playground to be explored and enjoyed.

For more press information, please contact:

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