

Press Release

For immediate release



COUTURÍSSIMO

COUTURÍSSIMO BACK ON THE RACKS IN SINGAPORE

Couture beyond extravagance



SINGAPORE, March 2017 – COUTURÍSSIMO is back on the racks in Ngee Ann City's Takashimaya till 31st July 2017 after its first pop-up store last year. The e-commerce fashion platform will showcase its new workwear basics and Spring/Summer 2017 collections in addition to its Autumn/Winter 2016 collection.

The store will present the collections of lauded international couture designers, On Aura Tout Vu, Michael Cinco and Sebastian Gunawan. The refreshing workwear collection will make its debut appearance in Singapore to reach out to couture-lovers and provide them with the option of coutured workwear. Couture-lovers will also be able to get their hands on the much loved evening gowns and cocktail dresses which are making a comeback.

COUTURÍSSIMO redefines affordable luxury with beautifully crafted pieces that carry a reasonable price tag: prices for the available collections range from \$150 to \$984. Finally, couture quality pieces can be purchased at ready-to-wear prices!



ABOUT COUTURÍSSIMO

London-based COUTURÍSSIMO has already gained a strong celebrity fanbase, including South Korean singer Kim Hyuna and Swiss-Thai model Praya Lundberg. With Yassen Samouilov and Livia Stoianova from On Aura Tout Vu on board as Creative Directors and with support from the Asian Couture Federation, COUTURÍSSIMO showcased its first collection in front of 300 guests at the Jardin des Tuileries during the first day of Paris Couture Week. The brand also celebrated the launch of its global e-commerce website, which features a revolutionary virtual fitting room using newly-developed software Style.Me, in July 2016. COUTURÍSSIMO aims to provide beautifully crafted, quality collections at a price that is within reach for the modern woman.

Store Address

Ladies' Fashion Department, Level 3 Takashimaya Department Store
Ngee Ann City 391 Orchard Road, Singapore 238873

Social media

[instagram.com/couturissimo/](https://www.instagram.com/couturissimo/) & [facebook.com/couturissimo/](https://www.facebook.com/couturissimo/)

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