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MEDIA RELEASE

Tailored for the Future

Team at Suntec Singapore Dons New Look

Singapore, 17 December 2010 – Suntec Singapore tailors itself for the future!

This coming New Year, the service personnel team at Suntec Singapore sport a fresh new look as stylish new uniforms were unveiled as part of the company's commitment to improving the standards of the growing MICE and hospitality industries in Singapore.

The previous outfits have been replaced with a new, chic and contemporary look offering more subtle shades of grey, white and charcoal – evoking a sense of warmth and professionalism.

The team's Banquet personnel will wear black suits with crisp white shirts and blue-coloured neckties for men and black suits, white shirts and a maroon neck-piece for the ladies. The Client Services team will be dressed in charcoal grey suits, crisp white shirts and blue neckties for the males and elegant grey suits with a subtle hint of burgundy and/or grey innerwear for the females.

Staff at Joaquim Restaurant, the convention centre's local restaurant that serves sumptuous and mouth-watering local delights, will be dressed in black tops and pants accompanied by a simple, modest and chic apron.

“The hospitality and tourism business is all about vibrancy and keeping up with the times. In coming up with the new design for our team, we have taken into consideration design, style and comfort – keeping in mind the overall quality and appeal while retaining the iconic smart look that our industry practices” said Pieter Idenburg, CEO of Suntec Singapore. “The uniform will also continue to uphold our corporate image, reinforcing our identity as experienced professionals, efficient and skilful in our business, while exuding a sense of passion and warmth.”

“Our new suit looks and fits better. It has a nice feel and it definitely makes us smarter and more professional in our day to day running of events,” says Ms Christina Quek, Manager, Client Services, who is usually on her feet 16 to 18 hours a day.

The selections of the new uniforms involved several factors such as comfort, durability, Singapore’s climate, as well as a wrinkle-free appearance.

The outfitting was proposed, designed and tailored by Singapore’s very own designer Esther Tay, a name that is synonymous with elegance and fashion. Esther is a well-recognised name in both the international and local fashion scene and her successful fusion of the East and West in her collections has caught the eye of many a fashion critic in New York, Paris and London.

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About Suntec Singapore

Suntec Singapore is a world-class venue located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With 100,000sqm of versatile floor space over six levels, this award-winning facility can cater to events from 10 to 20,000 persons. In addition, Suntec Singapore - Asia's Convention City - offers direct access to 5,200 hotel rooms, 1,000 retail outlets, 300 restaurants, 6 museums and the region's newest centre for the performing arts, Esplanade - Theatres on the Bay. While only 20 minutes from Changi International Airport, Suntec Singapore is conveniently located adjacent to the Central Business District and just minutes from the city's entertainment and cultural attractions.

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