



## **F J BENJAMIN TO RETAIL LUXURY FRENCH HERITAGE BRAND FAURÉ LE PAGE IN SINGAPORE**

**Singapore, 4 March 2019** – F J Benjamin Holdings (FJB) announced today that it has signed an exclusive franchise agreement with luxury French heritage brand Fauré Le Page to retail its highly sought-after handbags and accessories in Singapore.

The flagship store is expected to open in June 2019 and will be located at Takashimaya Shopping Centre, Ngee Ann City. This will be Fauré Le Page's first store in Southeast Asia and its ninth worldwide.

Each Fauré Le Page store in the world is unique in its design and is conceptualised by the brand's Artistic Director Mr Augustin de Buffévent. While the store in Seoul is modelled after a dining room concept, the flagship store in Singapore will look and feel like a garden. Inspired by Singapore's 'garden city', the store concept will mirror a garden in the tropics abundant with lush greenery and florals, evoking a sense of enchantment. Dashes of the brand's signature yellow colour will be evident and complemented with specially sourced fixtures and furniture.

The Singapore boutique will also be the first to pre-launch a special collection of bags and accessories. The collection, specially designed for the Singapore market, includes exotic clutches in alligator and python as well as personalised medallions for those who want to customise their bags.

FJB CEO Nash Benjamin said: "Fauré Le Page is a prestigious brand in France with more than 300 years of history and a grand tradition of craftsmanship. Although its gunsmith origin is legendary in France, in recent years, it has developed a cult following for its handbags, small leather goods and accessories.

"We are confident that our discerning customers in Singapore and the rest of the region will fall in love with the brand's exquisite design and superior quality.

“This partnership with Fauré Le Page underscores our long-standing commitment to bring in inspiring brands from the fashion capitals of the world to serve our customers’ needs and preferences.”

Fauré Le Page is the latest addition to FJB’s luxury portfolio which already includes other coveted labels such as Celine, Givenchy, Loewe and TOM FORD.

“We are proud and excited to have Fauré Le Page’s first boutique in South East Asia joining the ranks of our luxury houses, further institutionalising Takashimaya Shopping Centre as the hallmark of distinction and sophistication. It is our pleasure to work with our treasured partner FJ Benjamin on this historic brand,” says Shuichi Hidaka, General Manager, Shopping Centre Management of Toshin Development Singapore Pte. Ltd.

Artistic Director of Fauré Le Page Augustin de Buffévent said: "It is such an enchantment to write a new chapter of our history in the heart of one of the most vibrant city of the world. The soul of Singapore is so inspiring and we are thrilled to join Takashimaya Shopping Centre which is internationally renowned for the quality of its brand selection together with the excellence of its service. We are excited to reveal a new decor to host our guests at Fauré Le Page’s inner garden."

Fauré Le Page was founded in 1717 as a master gunsmith specialising in ceremonial weapons for kings and princes. King Louis XVI’s hunting pieces and Napoleon Bonaparte’s vermeil sabre are just two of its masterworks that are displayed in museums globally. The brand sealed its place in French history when as a gunsmith, it defiantly armed rebels during the French Revolution.

Fauré Le Page first ventured into the world of bags and accessories with the manufacture of hunting accessories - cartridge cases, kit bags and satchels, among others. It ventured into making luxury handbags and accessories in 2009 and before too long, its monogram tote bags were enjoying a cult following.

A signature of the brand's collection is écailles, or fish scales pattern that references the traditional hallmark of master gunmakers. As well, its distinctive gun motif has helped its Calibre 21 and 27 leather handbags featuring a pistol-shaped pochette, to become perennial best-sellers.

The brand opened its first boutique on France's Rue Cambon in 2012 and has since expanded to Taiwan, Japan, South Korea and Hong Kong.

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**About F J Benjamin Holdings Ltd** ([www.fjbenjamin.com](http://www.fjbenjamin.com)) – With a rich heritage dating back to 1959, F J Benjamin Holdings Ltd is a consumer driven leader in brand building and management through distribution and retail. Listed on the Singapore Exchange since 1995 (Ticker: F10), F J Benjamin has a strong footprint in Southeast Asia, with offices in Singapore, Indonesia and Malaysia, and manages over 20 iconic brands and operates 220 stores. The Group's international brand portfolio includes fashion, lifestyle and timepiece brands.

**For media enquiries, please contact:**

**Catherine Ong Associates**

Catherine Ong

Tel: (65) 6327 6088

Email: [cath@catherineong.com](mailto:cath@catherineong.com)

Jaslin Tan

Tel: (65) 6327 6086

Email: [jaslin@catherineong.com](mailto:jaslin@catherineong.com)