

CORPORATE SOCIAL RESPONSIBILITY

ENVIRONMENTAL SUSTAINABILITY

Green Initiatives

To improve the sustainability and efficiency of the properties, the Manager consciously carries out energy and water saving programmes.

A strong consideration for its properties' projects is to use green technology and equipment and adopt environmentally friendly ideas to reduce carbon footprint. For both properties, the existing light fittings have been replaced with more energy efficient LED lights. Paragon recently upgraded its chillers to help reduce energy consumption. In addition, the toilets at Paragon medical suite/office are equipped with motion sensors to reduce energy consumption.

In support of Earth Hour on 28 March 2015, Paragon switched off its facade lightings from 8.30pm to 9.30pm. The mall's Orchard Road street-front facing tenants such as Calvin Klein Jeans, Gucci, Miu Miu, Prada, Salvatore Ferragamo and Tod's were also encouraged to support the initiative by switching off their signage and window display lightings and dimming their in-store lights.

TENANT ENGAGEMENT

Partnering Initiatives

The Manager firmly believes that building strong relationships with tenants requires a commitment to continually engage them. It invested time and effort to develop relationships to facilitate the exchange of ideas. This gave rise to creative partnerships and collaborations.

Tenant engagement takes place through formal and informal channels. Monthly bulletins are issued to keep tenants updated on tenancy changes, advertising opportunities, promotional initiatives and other important matters. Front line staff also help gather tenants' feedback and suggestions through informal dialogues.

SHOPPER AND COMMUNITY ENGAGEMENT

Art, Culture and Music Initiatives

The Manager believes in supporting arts, music and cultural diversity by staging performances at the malls. It provides the atrium as a performance venue for schools and non-profit organisations to showcase their talents.

Since 2005, Paragon has introduced "Music EnVogue", a live music series that engages visitors through music during the lunch hour and entertaining them whilst they shop. The "Music EnVogue" series provides shoppers with an enjoyable shopping experience, and also elevates Paragon's image as a premier shopping mall.

Paragon has garnered a reputation for staging quality music performances over the years. The SPH Gift of Music series, a free community concert series sponsored by Singapore Press Holdings, has also been staged at Paragon. These performances showcase musicians from the Singapore Symphony Orchestra, Orchestra of the Music Makers and The Philharmonic Winds.

Besides free music performances, visitors to Paragon can appreciate several public sculptures by renowned local and international artists.

Over at The Clementi Mall, cultural performances have always been well received by visitors to the mall, especially during festive seasons such as Chinese New Year, Mid-Autumn Festival and Christmas. These include cultural dance performances, traditional Chinese drumming, *wushu* demonstrations, as well as performances by bands, orchestras and choirs of various schools.





The following sections highlight significant performances and community events that took place at Paragon and The Clementi Mall in the past year.



Paragon Fall/Winter Fashion Shows
Paragon, September 2014

Paragon held several fashion shows featuring labels such as coast LONDON, Guess Kids, Karen Millen and Warehouse as part of their efforts in tenant engagement to strengthen their respective brands, on top of shopper engagement.



Rev-Up @ Orchard
Paragon, September 2014

A meet and greet session with Lewis Hamilton and Nico Rosberg from the MERCEDES AMG PETRONAS Formula One team not only attracted throngs of fans to Paragon, the venue sponsor, it also boosted tourist traffic to Orchard Road.

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Harper's Bazaar Fashion Photo Exhibition

Paragon, October 2014

Curated by Kenneth Goh, Editor-in-Chief of Harper's Bazaar who was then the magazine's Creative Director, this photo exhibition featured amazing fashion spreads shot in New York City. It was an eye-opening event, which helped to cultivate art appreciation and also made art accessible to the general public.

The Piano Music by Ryuichi Sakamoto & Joe Hisaishi with Victor Khor And The Young Musicians' Foundation Orchestra

Paragon, October 2014

Singapore pianist Victor Khor and The Young Musicians' Foundation Orchestra (Singapore) presented a sneak preview of their concert featuring the sensuous sounds and unforgettable melodies from two of Japan's greatest composers –Ryuichi Sakamoto and Joe Hisaishi. This piano music presentation was part of an effort to raise funds for The Bone Marrow Donor Program.



Orchard Road Christmas Light-Up Ceremony

Paragon, November 2014

During the Orchard Road Christmas Light-Up Ceremony, Paragon hosted performances by local jazz band, Lounge Lizards, as well as school choirs such as Mee Toh School Choir and Tampines Junior College Choir.

SPH Gift of Music presents The Philharmonic Winds at Paragon

Paragon, December 2014

Award-winning wind orchestra The Philharmonic Winds performed an eclectic mix of jazz pieces and Christmas tunes. The free concert was presented by SPH Gift of Music.



Ikebana International Singapore Chapter Annual Floral Exhibition

Paragon, April 2015

Thirty-eight exhibitors, including the schools of Ikebana-Ikenobo, Sogetsu, Ohara, and Ryusei-ha, together with other famous floral designers and Ikebana artists of Singapore, showcased their Ikebana – the Japanese art of flower arrangement on the theme 'Secret Garden' – for the fifth year at Paragon. The exhibition was dedicated to the memory of the late Mr Lee Kuan Yew, Founding Prime Minister of Singapore, with a special display dedicated to Mr and Mrs Lee. The exhibition also supported the NUHS Fund Ltd for children suffering from cancer.



Fashion Runway @ Orchard

Paragon, April 2015

Fashion Runway @ Orchard is the longest catwalk show which kicks off Fashion Steps Out @ Orchard, a six-week extravaganza showcasing the latest fashion trends in the world. This year, Paragon participated in the event by supporting new tenants, Moisselle and Germaine in the catwalk show. It complemented the efforts of Orchard Road Business Association ("ORBA"), a non profit organisation to promote business development along Orchard Road, a major tourist destination in Singapore.

SGNext50 Fashion Futurism 2015-2065 Wear it Now Exhibition

Paragon, April – May 2015

As a fashion tribute to SG50, Samsung Fashion Steps Out 2015 challenged five of Singapore's top fashion designers and labels to cast their creative visions over the next fifty years and imagine how fashion and style would take shape in Singapore. This fringe event was part of the annual Fashion Steps Out @ Orchard campaign organised by ORBA. The exhibition featured 10 outfits by designers Kenny Lim & Andrew Loh from DEPRESSION, Francis Cheong, Max.Tan, Pauline Lim from PAULINE.NING and Chiang Xiaojun from Pleatation.



Raffles Design Institute Graduation Exhibition

Paragon, June 2015

Raffles Privato, a collaboration between Paragon and Raffles Design Institute, was launched in 2010 and is evidence of the mall's commitment to support local fashion designers and brands.

Every year, Paragon shortlists seven promising fashion designers to develop their graduation collections into commercially viable pieces, to retail at a pop up store at level 3 of the mall. The collection changes every season with a new group of graduating students selected.

SPH Gift of Music presents OMM Community Performance at Paragon

Paragon, July 2015

In the lead up to Orchestra of the Music Makers' ("OMM") performance of Gustav Mahler's "Symphony of a Thousand" at the Esplanade Concert Hall, OMM brought music out of the concert hall for the masses. Shoppers in Paragon enjoyed an extraordinary musical experience as over 100 orchestral musicians and a 150-strong chorus led by conductor Chan Tze Law performed Part 1 of Mahler's spectacular symphony.



NUS Kent Ridge Hall K6 performances

The Clementi Mall, December 2014 & February 2015

To cultivate music appreciation and provide a performance platform for budding musicians, The Clementi Mall invited K6, a music group from the National University of Singapore to showcase their diverse musical talents during the Christmas and Chinese New Year festive period. Shoppers were treated to choral music as well as easy-listening Chinese classics during these festive periods.

Live Well and Eat Right

The Clementi Mall, October 2015

The Clementi Mall collaborated with the Health Promotion Board to organise a roadshow on healthy living, where shoppers got to learn about healthy eating while having fun through interactive games. There were also cooking demonstrations for shoppers to learn healthy cooking techniques and the use of healthier ingredients. In addition, shoppers who joined the "HPB Supermarket Tours" picked up tips on choosing healthier products and what to look out for when reading food labels.