



**FJ BENJAMIN**

**F J BENJAMIN CELEBRATES 50 GOLDEN YEARS – A LEGACY OF STYLE**

- *Laura Fygi and SSO concert dinner this Saturday sponsored by F J Benjamin kicks off celebrations*
- *Surprise retail event on 23 to 25 April 2009 – more details to be unveiled*

**SINGAPORE, 17 April 2009** – Singapore's leading lifestyle and fashion group F J Benjamin celebrates 50 years with a series of activities to mark this milestone event.

Kicking off the celebration is a black-tie dinner and benefit concert organized by the Singapore Symphony Orchestra (SSO) and sponsored by F J Benjamin this Saturday, 18 April 2009 at the Shangri-la Hotel. "Two Legacies, One Celebration," is an event sponsored by the F J Benjamin Group, featuring Dutch jazz singer Laura Fygi performing with the SSO.

President S R Nathan and Mrs Nathan will be guests-of-honour at the dinner, which also marks the SSO's 30<sup>th</sup> anniversary.

This will be followed with celebrations across all stores owned and managed by F J Benjamin over many labels from 23 to 25 April, and will include "live" mannequin models in the windows of select stores at the Paragon Shopping Centre, among other things.

F J Benjamin will also host a dinner at The Bellini Grande to show its appreciation to staff for the hard work and effort that have brought the company to where it is today.



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Group CEO Nash Benjamin said: “We have other activities lined up for the year which will be unveiled in due time. It’s our way of thanking everyone who has contributed to our success; our customers, business partners, associates and especially our staff.

“From the experience gathered over the years, we will not be resting on our laurels but will work hard to achieve our vision of becoming a global fashion Company”

Since its founding in 1959 by Mr Benjamin’s elder brother Frank, the sole proprietorship has today grown to an industry leader representing over 20 iconic brands operating in North and Southeast Asia with combined annual sales exceeding \$300 million.

Frank Benjamin, founder and Executive Chairman of F J Benjamin, said: “We are very thankful and frankly, humbled, to be able to achieve such longevity in an industry which has gone through many cyclical and structural changes.

“While some of our bigger achievements came unexpectedly and unplanned, we believe that lasting success takes teamwork, integrity, and wisdom to stay relevant amid changing consumer taste and market dynamics.”

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**About F J Benjamin Holdings Ltd** ([www.fjbenjamin.com](http://www.fjbenjamin.com)) – F J Benjamin Holdings Ltd is a leader in building brands and in developing retail and distribution networks for international luxury and lifestyle labels across Asia. Its portfolio includes Banana Republic, Celine, Gap, Guess, La Senza, Raoul, Sheridan and timepiece brands such as Bell & Ross, Chronotech, Girard-Perregaux, JeanRichard, Marc Ecko, Nautica, Nike, Rado and Victorinox Swiss Army. It also has an interest in St James Holdings Ltd.

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