First this page

NOTICE OF A SUBSTANTIAL SHAREHOLDER'S INTEREST *

* Asterisks denote mandatory information

Name of Announcer *	THE STYLE MERCHANTS LIMITED
Company Registration No.	N.A.
Announcement submitted on behalf of	THE STYLE MERCHANTS LIMITED
Announcement is submitted with respect to *	THE STYLE MERCHANTS LIMITED
Announcement is submitted by *	Michael Ng Lai Yick
Designation *	Executive Chairman
Date & Time of Broadcast	30-Jun-2010 19:05:59
Announcement No.	00194

>> ANNOUNCEMENT DETAILS

The details of the announcement start here ...

>> PART I

- Date of notice to issuer * 30-06-2010
 Name of <u>Substantial Shareholder</u> * Ng Shu Fan
- 3. Please tick one or more appropriate box(es): *
 - Notice of a New Substantial Shareholder's interest. [Please complete Part II and IV]

>> PART II

1.	Date of change of <u>Deemed Interest</u>	25-06-2010
2.	Name of Registered Holder	Ng Shu Fan
3.	Circumstance(s) giving rise to the interest or change in interest	Right Issue .
	# Please specify details	43,840,000 Rights Shares pursuant to the Rights Issue taken up by the registered holder.

4. Information relating to shares held in the name of the Registered Holder

No. of <u>Shares</u> held before the change	4,580,000
As a percentage of issued share capital	
No. of Shares which are subject of this notice	43,840,000
As a percentage of issued share capital	
Amount of consideration (excluding brokerage and stamp duties) per share paid or received	0.015

No. of Shares held after the change	48,420,000	
As a percentage of issued share capital	5.58 %	

>> PART III

|--|

- 2. The above in the personner clavel.
- 2. The change in the percentage level From % To %
- 3. Circumstance(s) giving rise to the interest or change in interest [Select Option]
- 4. A statement of whether the change in the percentage level is the result of a transaction or a series of transactions:

>> PART IV

Please specify details

1. Holdings of <u>Substantial Shareholder</u>, including direct and deemed interest:

	Direct	Deemed
No. of shares held before the change	0	4,580,000
As a percentage of issued share capital	0 %	2.11 %
No. of shares held after the change	0	48,420,000
As a percentage of issued share capital		5.58 %

Footnotes

- (i) Mr Ng Shu Fan has a beneficial interest in 48,420,000 shares held in the name of DBS Vickers Securities (S) Pte Ltd.
- (ii) The percentages (before the change) under Parts II & IV are calculated based on the share capital of 217,089,249 shares as at 24 June 2010.
- (iii) The percentages (after the change) under Parts II & IV are calculated based on the enlarged share capital of 868,389,249 shares as at 25 June 2010.

Attachments

Total size = **0** (2048K size limit recommended)

Lipse Ministra