

## MEDIA RELEASE



### **Close to 90 percent of Jewel Changi Airport's retail space leased to date with unique experiential retail concepts**

***Established and new-to-market brands, as well as popular local household names convene at Jewel Changi Airport, the place where 'Singapore Meets the World, and the World Meets Singapore'***

**SINGAPORE, 11 October 2018** – As Jewel Changi Airport (Jewel) approaches its opening in 2019, travellers and local residents can look forward to a much-anticipated line-up of retail and F&B offerings. Making their debut in Jewel will be several first-in-Singapore brands such as **Shake Shack, Pokémon** and **Läderach**. The first comeback **A&W** restaurant in Singapore will make its appearance at Jewel. The line-up will also include familiar homegrown brands such as **Tiger Beer, Naiise** and **Supermama**, which will be introducing first-of-its-kind concepts for their stores in Jewel.

Jewel will be Singapore's first multi-dimensional lifestyle destination to integrate Nature, Play and Retail elements on a large scale. Featuring over 280 shops and eateries, of which approximately 60 percent are new-to-Changi brands, and over 30 percent are F&B operators, Jewel's retail offerings will wrap around the Forest Valley and Rain Vortex, promising visitors a unique retail experience.

Shoppers will be able to traverse seamlessly between nature and retail as they step into the retail corridors from the walking trails of the Forest Valley. Specially-created F&B units with terraces overlooking the Forest Valley will offer a picturesque view, creating an idyllic garden dining experience within an indoor environment. The distinctive Duplex Boulevard at Jewel will house large-format stores that provide retailers with a canvas to craft immersive brand storytelling universes. Exciting recreational attractions that take pride of place at Canopy Park, located on the topmost level of this landmark, round out the Jewel experience. With this rich theatre of experiences, Jewel is set to be an iconic, repeat-visit getaway for visitors to indulge in a spot of retail therapy, relax in the lush greenery or engage in timeless fun and play with family and friends.

### ***New-to-market and first-in-Singapore showcase at Jewel***

With stores across key cities in Japan, Pokémon will make its foray into Singapore. **Pokémon Center Singapore** will be the brand's only permanent retail store outside of Japan. The store will offer an array of Pokémon merchandise sold in Japan as well as original merchandise exclusively created for Jewel, such as toys, stationery, Pokémon Trading Card Games and video games.

**Shake Shack's** first restaurant in Singapore will open in Jewel, where diners can look forward to signature menu items including the ShackBurger®, Shack-cago Dog®, classic crinkle-cut fries, and frozen custard ice cream.

Fans of Chongqing cuisine will be able to savour authentic delicacies at **Xiao Bin Lou (小滨楼)** and **Yu's Kitchen (巴渝粮宅)**, two well-loved food brands with rich history from China. Xiao Bin Lou, with a heritage of more than 50 years, is a fine-dining restaurant that will feature theatrical performances showcasing Chinese culture and heritage, alongside a retail space for traditional handicrafts. Yu's Kitchen is a casual diner that will comprise a collection of popular Chongqing epicurean brands under one roof. Together, both restaurants aim to provide diners with a peek into Chongqing culture through food.

As the fast-food empire celebrates their 100<sup>th</sup> year anniversary in 2019, **A&W** fans will be excited to know that Jewel has been selected as the choice location for their comeback store in Singapore. The eatery will offer all-time international favourites, such as *Coney Dogs* and *A&W Root Beer floats*, and a Jewel-exclusive menu curated from a list of best-selling items from around the world, such as *A&W Cream Cheese Burger* from Japan and *Golden Aroma Chicken* from Indonesia.

Making its entry into Singapore and Southeast Asia at Jewel, **Pink Fish**, the world's first fast-casual seafood restaurant, will offer a different spin to the typical notion of fast food. Available in a mere span of five minutes, premium quality salmon directly sourced from the Norwegian fjords will be creatively served in delicious salads, wraps, burgers, hotpots and poké bowls.

Food-lovers with adventurous taste buds need not look far with the introduction of **TONITO**, a brand-new Peruvian concept that promises an authentic taste of Latin America. Classic ceviche dishes with a Peruvian twist as well as the iconic *Pisco Sour* cocktail will soon be easily available to visitors at Jewel.

Dessert lovers can soon rejoice as popular Swiss artisanal chocolatier, **Läderach**, launches its first Southeast Asian outlet in Jewel. As part of the collaboration, Läderach will also introduce gift packaging options unique to Jewel.

Sporting giant **Nike** will open its largest outlet in Southeast Asia, offering a different experience from its other stores by bringing together a full suite of sports and lifestyle categories. Besides an extended range of running, training, trendy lifestyle, football and basketball products, shoppers can even customise their own Nike tee in-store at Jewel.

### ***Well-loved homegrown brands***

Flying the flag high for Singapore brands in Jewel, Tiger Beer, a national icon with numerous international accolades, will unveil a first-in-the-world **Tiger Street Lab**. The concept store will provide a special F&B experience interspersed with retail elements. Tiger Street Lab will also introduce exclusive-to-Jewel seasonal brews, inspired by elements of Singapore and fuelled by local ingredients. The exciting menu will feature Tiger's range of beers paired with the best of Singapore's street food, for that uniquely Singapore experience.

Local design retailer, Naiise, will launch a brand-new concept at Jewel. Named **Naiise Iconic**, the store will offer in-store activities and a café concept – turning the store from just a regular retail stop into interactive lifestyle experience.

Local gallery store **Supermama**, another home-grown brand name best-known for its exquisite gifts and souvenirs, will carry a customised range of porcelain designs, inspired by and produced especially for Jewel.

Jewel is also honoured to be able to play a part in the cultivation of aspiring local talents in the culinary arena – namely with **El Fuego by COLLIN'S®**, a specially-created Halal European restaurant helmed by 25-year-old Chef Koh Han Jie. Chef Koh is the first Singaporean to win the prestigious *Young Talent Escoffier Asia 2018* culinary competition. The restaurant is a collaboration with industry veterans Chef Edmund Toh (President of Singapore Chefs' Association) and Chef Collin Ho (Founder and chef of COLLIN'S® chain of restaurants).

Rounding up the list is the grand dame of Singapore cooking **Violet Oon** and her largest restaurant to date. At more than 350 square metres the restaurant at Jewel will feature popular local delicacies such as Dry Laksa, Beef Rendang, Satays and Roti Jala. Travellers hoping to

bring a piece of Singaporean food culture home can look forward to food souvenirs such as Gula Melaka cake or pineapple tarts for their family and friends.

***“Singapore Meets the World, and the World Meets Singapore”***

Ms Hung Jean, Chief Executive Officer of Jewel Changi Airport Devt, said, “It is our vision for Jewel to be a unique destination like no other. Our thoughtfully curated tenant mix reflects Jewel’s aspiration to be a place where ‘Singapore Meets the World, and the World Meets Singapore’. We hope to showcase Singapore to the world, positioning it as the platform where local brands will be exposed to an international audience; while simultaneously bringing new and familiar global brands to Singapore.

“Travellers today have grown more discerning about their destinations and their choice of airports to stopover. With this in mind, we hope to create a one-of-its kind, multi-dimensional destination at Changi Airport to fulfil these travellers’ needs. We firmly believe that Jewel’s unique retail proposition will enhance the overall Changi Experience for the millions of travellers who pass through Changi Airport and attract more visitors to Singapore.

“Most importantly, this journey of curating a unique retail experience in Jewel would not be possible without the strong support of our tenants, many of whom are committed to delivering special concepts for Jewel. We deeply appreciate their shared vision on this journey with us and enthusiasm in collaborating and co-creating imaginative retail and service concepts in Jewel.”

Jewel is scheduled to open in 2019.

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**About Jewel Changi Airport Devt Pte. Ltd. ([www.jewelchangiairport.com](http://www.jewelchangiairport.com))**

Jewel Changi Airport Devt is the property owner of Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore. Jointly developed by Changi Airport Group and CapitalLand, Jewel is located at the gateway of Changi Airport.

Designed by world renowned architect Moshe Safdie, Jewel will feature a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At approximately 137,000 sqm in size, it will offer a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

Jewel is currently being constructed and will open in 2019.

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**Quotes from Jewel Changi Airport's Tenants (in alphabetical order)**

**A&W**

*"With 2019 marking A&W's centennial milestone and a new regional leadership team set up in Singapore, we feel that it is opportune to have our comeback store in response to consistent positive consumer sentiments we have been receiving over the last decade. As an American restaurant brand that is known internationally, it is important that our first return restaurant is strategically located. Jewel Changi Airport is located at the heart of Changi Airport, which welcomes both local and international travellers. Hence, Jewel will serve as an ideal location to showcase A&W's international best-seller items and its American heritage.*

*"While customers can expect signature favourites like Coney Dogs, Curly Fries, A&W Root Beer floats, and Waffle Ice Cream, the Jewel outlet will also have exciting menu innovations. Our food menu will be the first of its kind in Asia: it will combine the best-selling items of our A&W Restaurants around the world, epitomizing Jewel's location as an international hub. Some highlights are our handcrafted Cream Cheese Burgers originally designed in Okinawa and Golden Aroma Chicken originally launched in Indonesia."*

Kelvin Tan, Director of Marketing & Communication, A Great American Brand International Pte. Ltd.

**Chongqing Concepts (Xiao Bin Lou & Yu's Kitchen)**

*"We are excited to launch our first store out of China in Jewel Changi Airport, located at the gateway of Singapore. With our first store in Jewel, we hope to entice China tourists in Singapore, as well as travellers of different nationalities to try authentic Chongqing cuisine in the hope that they will plan a vacation to Chongqing soon.*

*"This will be the first time that these two heritage brands will expand their presence beyond China, so we will need to adjust the taste of our offerings. For instance, the "mala" taste of Chongqing cuisine will be reduced for the Singapore audience. We will also introduce an exciting store design that blends China's cultural elements into Jewel's modern interior."*

Rike Wen, General Manager, Singapore Daochi Restaurants Management Pte. Ltd.

**El Fuego by COLLIN'S®**

*"We received a lot of requests about offering Halal European cuisine from our customers and we feel that it is high time for us to explore and create a new dining experience catering to this crowd. The decision to open El Fuego by COLLIN'S® at Jewel was a relatively easy one. Ultimately, we wish to provide a joyful gastronomical experience to locals and tourists alike, and Jewel is definitely the right location for us.*

*"The Halal European menu at this newly-minted concept by COLLIN'S® will be created by Chef Koh Han Jie, the first Singaporean to win the prestigious Young Talents Escoffier Asia in 2017 and Young Talents Escoffier World Finals in 2018. He was selected by world-renowned chef Gordon Ramsay for an internship at his Bread Street Kitchen restaurant and has worked in 3 Michelin-starred Maison Pic and 2 Michelin-starred Les Amis. Chef Koh will also be one of Singapore's chefs who will be competing in the Culinary World Cup 2018 as the defending champion.*

*“In creating the exclusive menu at El Fuego by COLLIN’S®, Chef Koh will be assisted by both Chef Edmund Toh, Vice President of Culinary at COLLIN’S®, who currently serves as the President of Singapore Chefs’ Association and myself. This marks COLLIN’S® belief in nurturing young chefs and challenging the pre-conceived notion that it takes a chef decades of experience to succeed in the kitchen.”*

Chef Collin Ho, Founder and Executive Chef, COLLIN’S® chain of restaurants

### **Läderach**

*“Läderach might be a brand that’s difficult to pronounce for some, but it is also a brand that’s easily loved by all. Other than having an ardent fan base in Singapore, we have many Läderach lovers all around Asia who have been reaching out to us whenever Läderach chocolates were available here. We even have fans who shared with us that they’ve chosen their next travel destination based on whether there’s a Läderach store in that country!*

*“Jewel is the perfect first home that caters not just to our Singapore fans, but also to our Läderach family across Asia. Our store can be their first and last stop whenever they visit Singapore, whether for business or pleasure. Fans here can expect a similar comforting familiarity of being in a store just like in Läderach’s homeland of Switzerland. With the same fresh taste in every bite of our artisanal Swiss chocolate, everyone can enjoy the Läderach experience that many have come to know and love before we came to Singapore.”*

Shawn Hoe, Brand Manager, Läderach Swiss Chocolatier (Singapore)

### **Naiise Iconic**

*“Naiise @ Jewel will be the Iconic store for the brand. It will be the most elevated and comprehensive space that entails all of our values and retail innovations. One of the retail innovations would be creative brand storytelling via fresh technologies, that will bring the retail experience to a new level. It will also be our most aesthetic and functional space as of yet. The nuances in interior design exemplifies what Naiise embodies - Design for Everyone, for Everyday.*

*“We’re honoured, excited way beyond you can imagine to be part of such a major, and holistic establishment that brings nature and adventure to consumers. No doubt it will be THE destination for tourists and locals.”*

Dennis Tay, Founder, Naiise

### **Nike**

*“SUTL Sports Retailing is proud to be Nike’s preferred Nike Store Partner in Singapore. At SUTL, we believe in investing for the future and we are always looking for creative ways to establish ourselves as the go-to partner for the world’s leading international brands. We are delighted to partner Nike and Jewel to open the largest Nike door in Singapore.”*

Arthur Tay, CEO & Chairman, SUTL Group

### **Pink Fish**

*"We want our first store in Asia to showcase Pink Fish's unique fast-casual seafood concept in a spectacular place. We fell in love with Jewel's unique propositions and we feel Jewel's vision is aligned with ours to introduce Norwegian salmon with global flavours, wrapped in sustainable and environmentally-friendly ways, to an international audience. Thus, we feel that Jewel is a good place to start our venture into Singapore and the Asian market, and that there are a lot of opportunities for Pink Fish to grow."*

*"There will also be some unique design elements that will be specially designed for the store at Jewel. Likewise, we will make some adaptations on the menu to fit the Asian palate, but with the same quality Pink Fish is known for."*

Ronny Gjoese, CEO, Salmon Co AS & Pink Fish

### **Pokémon Center Singapore**

*"We are pleased with the positive outcome from the Pokémon event we held at Changi Airport a few years ago. It served as an excellent promotional platform not only in Singapore, but also across the Southeast Asia region. Jewel is located at the heart of Changi Airport where we can expect visitors from Singapore and international travellers. We believe that by choosing Jewel as the venue for our first overseas store, we will see positive results across our brand over the coming years."*

Susumu Fukunaga, Corporate Officer, The Pokémon Company

### **Shake Shack**

*"We are delighted to be operating Shake Shack in Singapore after Korea. With our experience in operating Paris Baguette in Singapore since 2012, we are confident that our Shake Shack operations will be a success."*

SPC Group

### **Supermama**

*"The Jewel store will be Supermama's international outlet where we will showcase our products to the world. We envision the outlet in Jewel to be a 'model store' to develop from when we decide to expand our presence beyond Singapore. Our existing shops at Beach Road and Wheelock Place caters to tourists and local residents respectively. Jewel is well poised to be a place where Singapore and the world meet, and hence, we foresee the outlet as a 'stepping stone' to elevate our branding from a local brand to an international label."*

Edwin Low, Founder, Supermama

### **Tiger Street Lab**

*"Tiger Beer was born and raised in Singapore in 1932 and we are a truly authentic and iconic Singaporean brand, now enjoyed across the globe. Being at the heart of Jewel Changi Airport, a place where Singapore meets the World and the World meets Singapore, makes Tiger Street Lab a perfect crossroad for Tiger to welcome visitors to our sunny island. As the definitive local beer, Tiger champions all things born in Singapore, right down to the experiences we offer through our authentic street food fare accompanied by the freshest local brews."*

*"We are proud to present Tiger Street Lab, an exclusive partnership with Jewel Changi Airport which allows us to connect to our audience through a direct and more immersive experience."*

*Tiger Street Lab is our first curated experience for locals and tourists alike, bringing to life ideas that consumers would like to see, including unique beer flavours and customised merchandise. A seasonal range of beers and merchandise will also be available.”*

Faye Wee, Marketing Director, Asia Pacific Breweries Singapore

### **TONITO**

*“When we first heard about Jewel and witnessed the project design, we were truly amazed. Jewel is a unique site to the world and we feel that it is the right venue to introduce healthy and quality Latin American food to both travellers and local residents.”*

Daniel Chavez, Owner and Chef, Tower 3 Pte. Ltd.

### **VIOLET OON SINGAPORE**

*“This will be our first foray in positioning our brand, Violet Oon, to the international audience who are visiting and transiting in Singapore. Our restaurant in Jewel will offer tourists and locals alike the chance to sample and purchase Violet Oon Singapore’s new line of merchandise such as baked goods (cakes, financiers and cookies), jams and sauces, and even curry powders.*

*“As part of the retail experience, staff will be on hand to guide guests on an appreciation of the ingredients originating from the archipelago and spice routes. The experience will culminate with guests being able to take a piece of the story home with them in the form of thematic merchandise.”*

Manoj M Murjani, Chairman, Violet Oon Singapore