



**For immediate release
6 December 2012**

NEWS RELEASE

A brand-new experience at familiar favourite Plaza Singapura

Singapore, 6 December 2012 – The revamped Plaza Singapura is welcoming shoppers with a new shopping experience after a S\$150 million asset enhancement programme. The works, which took 21 months, combined the retail podium at the neighbouring The Atrium@Orchard with Plaza Singapura. Shoppers can now look forward to a seamless shopping experience at an enlarged Plaza Singapura with a total of some 320 fashion, F&B and lifestyle offerings.

The new Plaza Singapura has a total net lettable area (“NLA”) of 629,000 square feet (“sq ft”), an increase of some 25% to about the size of ION Orchard. Levels 1, 3 and 4 are connected seamlessly. The new wing has some 80 shops, including new-to-market concepts, targeting young adults and professionals, managers, executives and business people (“PMEBs”).

The new wave of lifestyle

The mall’s façade has been revamped with elegantly flowing architectural ribbons with twinkling lights. Inspired by waves, it harks back in time to the flow of people and trade which once linked the Orchard area and the sea.

Welcoming shoppers at the front plaza is the Jelly Baby Family by Italian artist Mauro Peruchetti. The family of five greets shoppers arriving at the mall, embodying the unity of family and Singapore’s multi-cultural society.

New-to-market concepts at the new wing include:

- *JRunway* – A first-of-its-kind concept store in Singapore with a 20 metre long catwalk runway, offering the latest collections right from the heart of Japan’s renowned youth hubs. The more than 15 well-loved Japanese brands include EMODA, WEGO, Mystic, Ciaopanic, Ray Cassin, and more.
- *1 Market by Chef Wan* – The renowned Malaysian chef has opened his first restaurant with Food Junction. Dubbed the ‘Food Ambassador of Malaysia’, diners can expect authentic Southeast Asian cuisine at the buffet restaurant, made from Chef Wan’s own recipes.
- *Tsukada Nojo* – Opening their first outlet outside Japan, Tsukada Nojo is known for its collagen soup made from premium Miyazaki free range chicken.

- *House Of Turntables* – A one-stop lifestyle shop offering customised and affordable sound systems and vinyl records.

More details on new-to-Singapore concepts are in the annex.

Shoppers can also look forward to American fashion brand GAP's first street level duplex and largest store in Singapore; New York label Baby Phat; UNIQLO; Sephora; Crumpler; Laline; Skinny Pizza; Canelé and Nana's Green Tea Café.

For groceries and daily necessities, Cold Storage supermarket will commence operations in the first quarter of 2013.

Mr Wayne Anderson, Chief Operating Officer, Cold Storage Singapore, said, "We are delighted to open our largest Cold Storage supermarket in Orchard Road at Plaza Singapura. Our 30,000 sq ft store will be located at Plaza Singapura's basement 2. Located above the only MRT interchange station with three lines, we are confident that Cold Storage will help to meet the needs of families, PMEBS and residents in the vicinity."

"Plaza Singapura is a unique mall at the edge of modernity and history. With a history going back 38 years, it was the first shopping mall that many Singaporeans experienced and many of us have fond memories of shopping at the iconic Plaza Singapura," said Ms Pauline Yeh, General Manager of Plaza Singapura.

"Today, with the enlarged Plaza Singapura, shoppers can look forward to new additions that rejuvenate the shopping experience, while enjoying familiar favourites such as Swensen's, McDonald's and Yamaha. We are confident that just as Plaza Singapura met the needs of shoppers in the past, it will continue to serve them well in the present and in the future."

About Plaza Singapura

Plaza Singapura (狮城68), also known as PS, is one of the largest malls along the main Orchard Road shopping belt. The nine-storey mall offers a mix of contemporary fashion, dining, entertainment and lifestyle needs under one roof. Anchor tenants include Golden Village Multiplex, Spotlight, Yamaha, Marks & Spencer, Challenger and Best Denki. Plaza Singapura is owned by CapitaMall Trust and managed by CapitaMalls Asia.

Directly connected to the Dhoby Ghaut MRT interchange station, the largest MRT interchange and only station with three lines, Plaza Singapura has a new wing integrated with The Atrium@Orchard's retail podium. The enlarged Plaza Singapura offers an unrivalled shopping experience with some 320 stores and a 170-metre frontage along Orchard Road.

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New-to-market retailers at the new Plaza Singapura

JRunway

#01-54

A first-of-its-kind concept store in Singapore with a 20-m long catwalk runway, offering a wide variety of Japanese street style fashion brands right from the heart of Japan's renowned youth hubs. JRunway features the latest collections from more than 15 well-loved brands such as EMODA, WEGO, Mystic, Ciaopanic, Ray Cassin, and more. JRunway's fashion team is on hand to help visitors try out eye-catching stylish pieces along with a wide range of beauty products for complete makeovers. After dolling up, snapshots will be given to visitors as keepsakes to mark their unique experience at JRunway.

NERO

#03-90

This is the home-grown label's first concept store in Singapore. Men can integrate ready-made with made-to-measure apparel by personalising their shirts, such as with coloured buttonholes or adding an inner collar fabric.

Suit Select

#03-52

This Japanese label offers both men and women well-tailored, wrinkle-resistant and easy to maintain suits at affordable prices.

1 Market by Chef Wan

#04-45/49

The renowned Malaysian chef's first restaurant in Singapore. Dubbed the 'Food Ambassador of Malaysia', diners can expect authentic Southeast Asian cuisine at the buffet restaurant, made from Chef Wan's own recipes.

Hifumi Japanese Restaurant

#04-68

Hifumi serves up bento sets with all-you-can-eat appetisers at the appetiser bar.

Tsukada Nojo

#03-81

The first outside Japan, the restaurant is known for its collagen soup made from premium Miyazaki free range chicken.

FASS by QBNet

#03-64

A new cut and style concept from Japan for quick hair styling and blowing at one price, \$28.

G-SHOCK**#03-63**

The first G-Shock concept store in Singapore.

iFamily**#04-70**

Fashion-conscious gadget fans can rejoice at iFamily, which brings smartphone accessorising to a whole new level. iFamily is the largest distributor of Apple, Samsung, HTC and Blackberry product accessories, with more than 30 brands from the US, Europe and South East Asia.

House of Turntables**#04-65**

A one-stop lifestyle store offering audio solutions for every personality. House of Turntables provides customised, affordable and high quality made-in-Europe sound systems. Customers can configure their own lifestyle music systems from a simple CD system to an Audiophile Analogue Turntable sound system. Thousands of vinyl records are also available in store.

ORIS**#01-30A**

This is the Swiss watch label's first flagship store in Singapore.