

Jewel Changi reveals 90% of retail space is already leased

Around 90% of Jewel Changi Airports retail space has been leased with experiential retail concepts and established and new-to-market brands ahead of next years opening.

As of April, **construction of the complex**, made up of more than 9,000 pieces of specially manufactured glass, close to 18,000 pieces of steel beams and over 6,000 steel nodes was 75% complete.

Members of the public had the opportunity had the opportunity to gain a sneak preview of 'Jewel' at the **Singapore Airshow** in February. A scaled model of the multi-million dollar facility was displayed at Changi Airport's booth during the event.



Jewel will be Singapore's first multi-dimensional lifestyle destination to integrate nature, play and retail elements.

ONGOING DEVELOPMENT

A project that has been in development for over five years [TRBusiness **first reported on plans for Jewel in 2013**] the vast mixed-use facility will connect Terminal 1's Arrivals Hall to Terminals 2 and 3 via pedestrian bridges.

Several first-in-Singapore brands such as Shake Shack, Pokémon and Lä derach will make their debut 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 its stores.

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 around 60% are new-to-Changi brands and over 30% are food and beverage operators, Jewel's retail offerings will wrap around the Forest Valley and Rain Vortex.

Shoppers will be able to travel 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 create an idyllic garden dining experience within an indoor environment.

The Duplex Boulevard at Jewel will house large-format stores providing retailers with a platform to craft immersive brand storytelling universes.

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The Jewel complex is due to open in 2019 and will give shoppers the opportunity to travel between nature and retail.

NEW-TO-MARKET

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

Susumu Fukunaga, Corporate Officer, The Pokémon Company said: "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."

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

CHONGQING CUISINE

Fans of Chongqing cuisine can enjoy authentic delicacies at Xiao Bin Lou and Yu's Kitchen. The former 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.

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The latter is a casual diner that will comprise a collection of Chongqing epicurean brands under one roof.

Making its entry into Singapore and Southeast Asia at Jewel, Pink Fish, the world's first fast-casual seafood restaurant, will offer premium quality salmon directly sourced from the Norwegian Fjords. It will be creatively served in salads, wraps, burgers, hot-pots and poké bowls.

Sporting giant Nike will also open its largest outlet in Southeast Asia, bringing together a full suite of sports and lifestyle categories. Besides an extended range of running, training, lifestyle, football and basketball products, shoppers can customise their own Nike t-shirts in-store at Jewel.

HOMEGROWN BRANDS

Flying the flag for Singapore brands in Jewel, Tiger Beer, will unveil a first-in-the-world Tiger Street Lab. The concept store will provide a 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 menu will feature Tiger's range of beers paired with the best of Singapore's street food.

Faye Wee, Marketing Director, Asia Pacific Breweries Singapore commented: "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.

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Specially-created F&B units with terraces will overlook the Forest Valley.

“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.”

Meanwhile, local design retailer, Naiise will launch a new concept at Jewel. Named Naiise Iconic, the store will offer in-store activities and a café concept — turning the store from a regular retail stop into an interactive lifestyle experience.

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

Edwin Low, Founder Supermama commented: “The Jewel store will be Supermamas 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.”

UNIQUE DESTINATION

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

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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, according to Jean. "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."

All videos courtesy of Singapore Changi Airport.