

Jewel Changi Airport boosts local offerings with new retail cluster



The new retail cluster of eight homegrown brands at Jewel Level 1 East is said to strengthen the current shopping street anchored by prominent local brands, offering the best of Singapore to both travellers and visitors

Jewel Changi Airport (Jewel) has partnered with the Singapore Tourism Board to unveil an exciting new retail cluster designed as a hub for 'Discovering the Best of Singapore Brands'.

Travelers and visitors can look forward to an experiential shopping experience with exclusive Jewel's offerings, local craftsmanship and Singapore's heritage, first-in-market souvenirs and merchandise. Innovative food and beverage (F&B) concepts by local brands are included.

Distinguished brands featured include six 'made with passion' brands: Anthology of Compendium Spirits, IRVINS, Kele, Kim's Duet, Kwong Cheong Thye and Ya Kun Kaya Toast, as well as I Love SG and Keong Saik Bakery.

Inspired by Jewel's well-known indoor greenery, the new 370-square-meter retail cluster boasts stylish landscaping and has an open concept that lines up the brands contiguously. Prominently situated on Jewel Level 1, near the aviation facilities such as the Early Check-in Lounge, Changi Lounge, Baggage Storage and Tax refund stations, this prime location makes it convenient for travelers to savor all things Singapore. Local visitors can also discover new offerings which are exclusive to this retail cluster.



Chief Executive Officer, Jewel Changi Airport Development, James Fong, was joined by the brand founders/business owners and Singapore Tourism Board to officiate the launch of 'Discovering the Best of Singapore Brands'. [From left to right]: Simon Zhao (Founder of Anthology of Compendium Spirits); Tan Zhi Guang (Founder and Director of I Love SG); Irvin Gunawan (Founder of IRVINS); James Fong (CEO Jewel Changi Airport Development); Dawn Ng (Assistant Director, Retail, Experience Development Group, Singapore Tourism Board); Tan Yuzhong (Founder Keong Saik Bakery); Jason Soon (Founder, CEO of Kim's Duet); Gordon Ang (Founder of Kele); Alvin Choo (Business Development Manager, Kwong Cheong Thye) and Toshiya Tanaka (CEO Ya Kun Kaya Toast)

According to Jewel Changi Airport, this new concept augments Jewel's proposition as a "window to the best of Singapore" and strengthens Jewel's shopping street in Level 1 East, which is currently anchored by prominent homegrown brands. The cluster also adds to Jewel's extensive lineup of over 120 Singapore brands. With almost half of Jewel's 250 retail and F&B mix made up of these homegrown brands, Jewel has the largest representation of homegrown brands in proportion to its net lettable area.

Among the eight brands, three offer dine-in concepts. Keong Saik Bakery's menu includes both traditional and modern pastries and food items, as well as Jewel-exclusive offers, while Ya Kun Kaya Toast will serve its familiar toast sets and coffee. At Anthology of Compendium Spirits, its second outlet in Singapore, visitors can sample Southeast Asian-inspired cocktails, craft spirits and bar bites, and take home cocktails to go with its travel gift sets. Nine new signature cocktails will be available only at this outlet.

Kim's Duet will debut its flagship store where visitors can shop its full product range while learning about the special roasting method that gives the Singapore Nanyang coffee its unique bittersweet and smoky profile. Known for its single-serve local steep coffee and tea, Kim's Duet will offer exclusive sets that are ideal for gifting. More gifting options are available at Kwong Cheong Thye, with its launch of Singapore's first barrel-aged Soya Sauces and at Kele, with its premium

confectionery products and travel-friendly boxes consisting of its signature pineapple pastries. IRVINS offers addictive snacks and local souvenirs are available from I LOVE SG.

Speaking at the official launch of 'Discovering the Best of Singapore Brands' on December 6, James Fong, CEO of Jewel Changi Airport Development, said, "Fostering the growth of local brands with unique value propositions is in line with Jewel's vision of the 'World Meets Singapore and Singapore Meets the World'. Since opening in 2019, Jewel has been a choice launch pad for many homegrown brands and representation of homegrown brands has grown to about 50% of today's total tenant mix. As international borders reopened, the presence of these brands was warmly welcomed by our overseas visitors.

"We are confident that Singaporean brands will continue to inject vibrancy into Jewel's retail landscape for both local and foreign visitors," he said. "The opening of this new 'Discovering Best of Singapore Brands' retail cluster is well-timed, in anticipation of full travel recovery to pre-Covid levels in 2024. We express our gratitude to the eight new brands for choosing Jewel as their business home, contributing to the expansion of our local offerings and enhancing the overall retail and dining experiences for Jewel visitors."

From July to October 2023, Jewel saw a year-on-year 30% increase in footfall, representing about 85% of the same period in 2019. Tourists make up 30% of the total footfall with the top 10 foreign visitors from Malaysia, China, United States, India, Netherlands, Australia, Indonesia, Philippines, Thailand and Hong Kong.

A special promotion, from now until January 31, 2024, offers shoppers an exclusive 'Discovering the Best of Singapore Brands' premium with a minimum spend of S\$60/US\$45 (maximum 3 same-day receipts) at any store in the retail cluster. The minimum is S\$45 (US\$34) for Mastercard holders.

From December 1 to February 29, 2024, shoppers at Jewel can also enjoy a Jewel Festive Hands-Free shopping service. For just S\$6 (US\$4.50) over a three-hour duration, shoppers can deposit their bags (regardless of size or weight) at the Basement 1 facility and simply show a receipt with minimum spend of S\$50 (US\$37) upon collection.