

# Changi Jewel debuts 11 new lifestyle, F&B outlets

Singapore's Jewel Changi Airport (Jewel) has a motto: where the world meets Singapore, and Singapore meets the world, and this is evident in its new retail proposition.

## Lifestyle and fashion





Korean cult fashion brand *MARHEN.J* retail store opened at Jewel earlier this month, Singapore's first, brought in by Sift & Pick. The store carries all-occasion bags in canvas, sustainable nylon and its latest apple leather (certified vegan) series. New designs will be available at the same time in Jewel as in Korea.



Fashion and lifestyle store Turtle has also just opened its first duplex store. This flagship store offers a wide range of fashionable jewellery accessories, home decoration pieces, phone accessories, toys, quirky souvenirs and gift items.

### **New F&B outlets, many Singapore's first**

Nine new F&B outlets have just opened or will open soon, offering a variety of cuisines from Chinese, Japanese, Western and Halal options.

Tai Er has just opened its doors with the first location in Singapore. The popular chain restaurant's signature sauerkraut fish is a popular Sichuan dish in China.



The airport is also the first Singapore location for Mamma Mia!, which serves up authentic Italian fare with artisanal handmade pastas and fresh ingredients. This restaurant also serves fusion dishes such as linguine with Japanese mentaiko-tobiko cream sauce, mee pok with chicken chunks and onsen egg, as well as linguine with spicy chicken katsu and Japanese curry. The menu is complete with antipastis, risottos and desserts, with all food made to order.

For those who eat halal, Monster Planet and Poulet Bijou are the newest halal-certified outlets at Jewel. Monster Planet just opened, and Poulet Bijou will commence operations in October.

Hong Kong's Tsui Wah will offer travelers signature Cantonese dishes as the chain expands in Singapore with its first outlet in the East at Jewel in October.



In June, NY Verden Bar & Grill made its Singapore debut at Jewel. European dishes are served with the freshest ingredients cooked with wood-fire. An open-concept kitchen featuring two gastronomic Jospier grills allow patrons to view the creation of their meals.

To finish off the new options, in the basement Aburi-En, SF Fruits will open in September with and Yole having opened in July.

Ms Hung Jean, CEO of Jewel Changi Airport Devt, said “Jewel continues to seek out new-to-market and new-concept stores, from both local and international brands, to bring novelty to the Jewel experience for our guests, whether as a first-time or repeat-visitor. We welcome brands who choose Jewel as their international launchpad and are delighted to have these new dining and retail stores onboard to refresh the Jewel experience.”



Mr Dellen Soh, CEO of Minor Food Group Singapore, said “We’re delighted to expand our presence in Jewel with Poulet Bijou and Mamma Mia, in addition to our current Sanook Kitchen offering. With its unique retail spaces and wondrous ambience, Jewel is an ideal location for us to showcase our many brands under one roof. We hope our range of staple favourites and new brand will present Jewel shoppers with an enticing dining experience.”

### **Two loyalty programs**

Changi has launched a second loyalty program: Changi Rewards e-Voucher Flexi. Jewel is the only mall in Singapore where shoppers can enjoy rewards from two loyalty programmes — Changi Rewards and CapitaStar —in the same purchase.