



For Immediate Release

NEWS RELEASE

CapitaLand unveils Singapore's first "phygital" multi-label concept store NomadX at Plaza Singapura

11,000-square-foot space to debut physical outlets of online retailers including Alibaba's Taobao, Digital Fashion Week and Style Theory

Singapore, 8 November 2018 – CapitaLand is giving its shoppers a new reason to rediscover the joys of experiential shopping with NomadX (pronounced as "Nomads") — Singapore's first "phygital" multi-label concept store offering a new blend of physical and digital experience. Be it a gamified onboarding process, automated store assistance such as smart mirrors, interactive product walls or the cashless payment experience, NomadX is designed for shoppers to enjoy shopping intrinsically as a social activity — one of sensation, discovery, immediate gratification and convenience.

NomadX occupies 11,000 square feet of space spread across two floors in Plaza Singapura, with an attractive frontage facing Orchard Road. The multi-label retail destination marks its official opening today with a curated selection of 18 tenants offering a wide range of fashion, beauty, consumer electronics, gadgets and food & beverage offerings. These include the first physical outlets in Singapore for Alibaba's Taobao, as well as that of online fashion businesses Digital Fashion Week, evenodd, Révolte and Style Theory. New-to-market brands include audio products specialist JBL and restaurant Bizen Okayama Wagyu Steakhouse by Aston Soon. Shoppers can also look forward to limited editions of well-known brands at NomadX, including the highly-anticipated Karl Lagerfeld's K/Klassik Pins collection.

Mr Jason Leow, President (Asia & Retail), CapitaLand Group, said: "NomadX represents CapitaLand's commitment to embrace omnichannel retailing. It allows us to implement and redefine our ideas for a new generation of retail offerings. As a flexible space incorporating tech-enabled retail infrastructure, NomadX will make it easier and more cost efficient for our retailers to explore and nurture new innovative concepts before wider roll-out at CapitaLand's shopping malls. NomadX not only augments CapitaLand's suite of services to meet the demands of retailers at various stages of their digitalisation journey, it will help to enhance the tenant mix at our malls over the longer term. With NomadX, CapitaLand is looking forward to working with a stellar line-up of partnerships to create new expressions of phygital retail experiences at our malls."

To ensure maximum flexibility for tenants to push the boundaries, NomadX incorporates short-term leases and "plug & play" retail units that are integrated with smart retail infrastructure. Tenants set up temporary homes like nomads – thus the inspiration for the store's name – that are demarcated by modular panels and equipped with interactive

technologies to encourage product discovery and play. The store's fluid layout and data analytics capabilities make NomadX a suitable testbed for retailers to trial new concepts and products and respond swiftly to consumer reception and feedback.

Mr Wilson Tan, Chief Executive Officer, CapitaLand Retail, said: "CapitaLand is curating a new shopping experience at NomadX, one which goes beyond the act of simply buying. NomadX promises to be a personalised social space of sensation and discovery. By combining the technology of ecommerce, mobile shopping applications as well as location data analytics, we are able to work with our retailers to customise entirely unique physical shopping experiences that are based on our shoppers' preferences."

The NomadX Experience

NomadX adopts an innovative tribe-based marketing strategy to enhance shopper engagement. The shopper journey begins with an onboarding gamification process using facial recognition technology, whereby members of CapitaLand's CapitaStar programme can opt to register their visits and win attractive gifts and STAR\$®. Based on their profiles and preferences, shoppers will be assigned to one of four tribes – Sea, Mountain, Forest, and Wind – which in turn corresponds to The Enigmatic Shopper, The Conquer-It-All Shopper, the Love the Earth Shopper and the Live-It-Up Shopper profiles respectively. Each shopper profile is tied to a proposed shopping route, as well as product and deal recommendations.

Upon entering NomadX, shoppers are welcomed by a unique lush and green scent specially concocted by Scent Partner Oo La Lab. With touchscreen televisions provided by Key Technology Partner Samsung, shoppers interact with product walls using QR codes as part of NomadX's screen-to-mobile customer engagement capability.

Inside NomadX, Audio Visual Partner Sony powers a unique Sonic Surf VR (SSVR) audio technology that combines multi-channel speakers and proprietary software to simulate surround and partitioning sounds for an immersive aural experience. In addition, Music Partner Sony Music Entertainment Singapore has curated a bespoke NomadX playlist to take shoppers from day to night. Over at Official Card Partner American Express' digital lounge, shoppers will be pampered with complimentary drinks.

Based on their preferences and the number of visits, visitors to NomadX will be rewarded with exclusive CapitaStar e-deals and STAR\$®, which are accessible via the CapitaStar app and redeemable in-store. NomadX adopts a cashless payment system. In addition to payment by credit cards, NomadX accepts ePayment modes such as StarPay – the in-app ePayment feature on CapitaStar – and NETS.

In celebration of NomadX's opening, the first 300 American Express card members who charge \$150 to their American Express Cards via StarPay will be rewarded with 20,000 STAR\$®. The first 400 non-cardmembers who spend a minimum of \$150 at NomadX will receive 10,000 STAR\$®. Promotions run till 30 November 2018 (terms and conditions apply).

Please refer to **Annex A** for Partners of NomadX and **Annex B** for Retailers of NomadX.

About CapitaLand Limited (www.capitaland.com)

CapitaLand is one of Asia's largest real estate companies. Headquartered and listed in Singapore, it is an owner and manager of a global portfolio worth over S\$93 billion as at 30 June 2018, comprising integrated developments, shopping malls, lodging, offices, homes, real estate investment trusts (REITs) and funds. Present across more than 150 cities in over 30 countries, the Group focuses on Singapore and China as core markets, while it continues to expand in markets such as Vietnam and Indonesia.

CapitaLand's competitive advantage is its significant asset base and extensive market network. Coupled with extensive design, development and operational capabilities, the Group develops and manages high-quality real estate products and services. It also has one of the largest investment management businesses in Asia and a stable of five REITs listed in Singapore and Malaysia – CapitaLand Mall Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust and CapitaLand Malaysia Mall Trust.

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ANNEX A: Partners of NomadX

With collaboration at the core of its philosophy, NomadX has engaged partners the likes of Samsung Electronics (Key Technology Partner), Sony (Audio Visual Partner), Sony Music Entertainment (Music Partner), Oo La Lab (Scent Partner) and American Express (Official Card Partner). NomadX has also received support from agencies such as Enterprise Singapore, Economic Development Board and Info-communications Media Development Authority.

Mr Jui Siang Lee, President, Samsung Singapore

“Samsung is always excited to explore new and innovative ideas and real-world application of technology. CapitaLand’s NomadX aims to introduce the next level of retail experience for consumers and Samsung is happy to partner in this initiative.”

Mr Ho Yat-Wai, Singapore Country Manager, American Express

“CapitaLand is one of our long-time partners and we’re excited to further our partnership by working together on this futuristic showcase with cashless payments as one of the highlights. We’re also looking forward to engaging digitally savvy millennials through our experiential pop-up lounge with complimentary coffee and other exclusive rewards for our Card Members.”

ANNEX B: Retailers of NomadX

Fashion

Add a Klassik spin on your wardrobe with **Karl Lagerfeld's** Pins collection bags and accessories exclusive to NomadX. Adopting a playful approach to luxury, this collection is scattered with gleaming silver-toned pins that represent the world of Karl Lagerfeld. The sleek designs come in a mix of smooth leather and bouclé tweed with hints of lurex for added sparkle.

Miss Selfridge is making a comeback with an offline store at NomadX. Be ready to fill your wardrobe with sparkle, shimmer and stacks of gorgeous day and night wear.

Rèvolte, a premium Singapore fashion label is launching Mlouye, the it-bag brand from Turkey, exclusively at NomadX. Crafted in quality cow leather with cotton twill lining, Mlouye's structured designs are aesthetically faultless and exceptionally functional.

Local fashion rental subscription service **Style Theory** is establishing its first offline presence featuring the Smart Wardrobe of the Future at NomadX. Smart mirrors and fashion advisors will offer sizing and styling recommendations that are delivered to your phone via the mobile app. At Style Theory, one can also browse and try on designer pieces from a continually refreshed and rotating selection of everyday styles and sizes from work to weekend.

Digital Fashion Week (DFW) expands its business repertoire to include a retail arm that caters to both men and women. The **DFW** multi-label boutique makes its offline debut with streetwear labels Thrasher, Good Worth, Made in Paradise, Mora 1962 and Vincenzo de Lauziers.

Singapore ready-to-wear menswear and womenswear label **evenodd** will establish its first menswear and womenswear flagship store, complemented by its in-house accessories label TAKE-OUT BAGS, at NomadX. Driven by the desire to take Singapore's menswear to new heights, designer Samuel Wong will present the label's brand-new look and identity at NomadX.

Beauty

Shoppers can craft their own scent at homegrown fragrance design and mixology label **Oo La Lab's** first-ever specialty store on Level 1, through an educational and interactive digital process aided by RFID tags and interactive displays. Also the scent partner for NomadX, Oo La Lab has specially concocted a NomadX scent with lush and green tones.

Beauty aficionados will delight in the offerings from popular Korean beauty and skincare brand **Mamonde** and Franco-Korean beauty brand **JOWAÉ**. L'ORÉAL is also operating its first experiential store at NomadX. Called the **Derma Center**, it houses three premium dermatological brands La Roche-Posay, Vichy and SkinCeuticals.

For the latest in Korean beauty technology, **By Peapods** offers Singapore's first "CF Magic Mask" exclusively at NomadX. Address beauty woes such as acne scars, redness and blemishes and regenerate your skin with daily facial LED light therapy at home. Also available are Spatulaworks natural skincare products, which contain no alcohol and no synthetic surfactant.

Technology and Lifestyle

Technology giant **Alibaba** Group launches its first New Retail concept store in Singapore at NomadX with a focus on online-offline commerce convergence. Step into the Taobao Home showcase and be inspired by the latest trending home and living product offerings – just in time for your home décor revamp to usher in the new year.

Shoppers seeking to unwind can kick back and relax with a cuppa Nespresso or gin at the **American Express** experiential lounge on Level 1 of NomadX. American Express is the Official Card Partner of NomadX.

The first-ever **JBL** store in Singapore at NomadX is equipped with the full range of JBL products with Google Assistant built-in. The voice-activated speakers – JBL LINK 10, LINK 20, LINK 300, and LINK 500 – are Wi-Fi and Bluetooth enabled, designed to deliver amazing stereo sound with deep bass and clear highs for a multi-room listening experience. The store will also feature the wireless over-ear headphones Everest 710GA.

F&B

Launching at NomadX, **Bizen Okayama Waygu Steakhouse** is the newest wagyu steakhouse concept by serial foodpreneur, Aston Soon. Savour 100% imported wagyu from Okayama prefecture, Japan, amidst a fine dining setting at unbeatable prices. Dessert lovers can pick up **Coco & Frank's** handcrafted signature 100% oatmeal (flourless) cookies or eggless butter cookies in a variety of flavours that are preservative free and all-natural.

Fresh off its launch at Singapore Tea Festival, **teapasar** is introducing its first offline interactive experience at NomadX with over 300 different teas from both local and international brands and plantations. Powered by teapasar's ProfilePrint technology, shoppers will be able to sample teas recommended to them based on their taste preferences and iterate and perfect their preferences before finally purchasing online and collecting their items immediately.

Last but not least, the newest fast-casual dining concept in town **Waa Cow! Express** will serve up Singapore's most affordable Wagyu Sukiyaki bowls and wholesome poke bowls. Operated by the team that brought you Waa Cow, shoppers can look forward to savouring quality ingredients from around the world at affordable prices.