

## MEDIA RELEASE

### Jewel Changi Airport boosts local offerings with new retail cluster - 'Discovering the Best of Singapore Brands'



*Newly opened retail cluster of eight homegrown brands at Jewel Level 1 East strengthens the current shopping street anchored by prominent local brands, offering the best of Singapore to both travellers and visitors*

**Singapore, 7 December 2023** – Jewel Changi Airport (Jewel), has unveiled an exciting new retail cluster specially designed as a hub for 'Discovering the Best of Singapore Brands'. In partnership with Singapore Tourism Board, travellers and visitors alike 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, as well as innovative food & beverage concepts by homegrown brands in this cluster. Distinguished brands featured include six '1Made

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<sup>1</sup> <https://www.visitsingapore.com/madewithpassion/>

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** – all of which have been seamlessly integrated into a single, collective space.



*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: Mr Simon Zhao (Founder of Anthology of Compendium Spirits), Mr Tan Zhi Guang (Founder and Director of I Love SG), Mr Irvin Gunawan (Founder of IRVINS), Mr James Fong (CEO Jewel Changi Airport Development), Ms Dawn Ng (Assistant Director, Retail Experience Development Group, Singapore Tourism Board), Mr Tan Yuzhong (Founder Keong Saik Bakery), Mr Jason Soon (Founder, CEO of Kim's Duet), Mr Gordon Ang (Founder of Kele), Mr Alvin Choo (Business Development Manager, Kwong Cheong Thye) and Mr Toshiya Tanaka (CEO Ya Kun Kaya Toast).*



*Located near the aviation facilities in Jewel, the new retail cluster offers an added convenience to travellers to savour all-things Singapore*

Featuring a theme inspired by Jewel’s well-known indoor greenery, the new 370 square metres retail cluster is embellished with stylish landscaping and adopts 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 travellers to savour all-things Singapore. Local visitors can also discover new offerings that have been carefully curated by the brands and are only available at this new retail cluster. The unique retail 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<sup>2</sup>homegrown brands. The cluster also adds to Jewel’s extensive lineup of more than 120 Singapore brands. With almost half of Jewel’s 250 retail & F&B mix made up of these homegrown brands, Jewel has the largest representation of homegrown brands in proportion to its net lettable area (NLA).

### **Exciting Jewel-exclusives and offerings**



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<sup>2</sup> Bee Cheng Hiang, Bengawan Solo, Chocolate Origin, Home’s Favourite + Forbidden, Rich & Good Cake Shop, Tong Garden, The Backyard Bakers, L’clair Patisserie, Nesuto



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 new additions only available at Jewel, 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 even bring home cocktails to go with its travel gift sets. Exclusively at its Jewel outlet, nine brand-new signature cocktails will be offered.





**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 very first barrel aged Soya Sauces; **Kele**, with its premium confectionery products and travel-friendly boxes consisting of its signature pineapple pastries; **IRVINS** and its addictive snacks, as well as local souvenirs from **I LOVE SG**.

More details on the product offerings, Jewel-exclusive items, special travel sets of the eight brands and quotes from the brands' spokespersons are at **Annex A**.

Speaking at the official launch of 'Discovering the Best of Singapore Brands' today, 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. 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."

For the months 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.

### **Special Launch Promotion**

From today till 31 January 2024, shoppers can redeem an exclusive 'Discovering the Best of Singapore Brands' premium with a minimum spend of S\$60 (maximum 3 same-day receipts) at any store in the retail cluster or S\$45 for Mastercard holders.

From 1 December to 29 February 2024, shoppers at Jewel can also enjoy the newly minted Jewel Festive Hands-Free shopping service. For just S\$6 over a 3-hour duration, shoppers can deposit their bags (regardless of size or weight) at the Basement 1 facility (next to Toys"R"Us). Simply show a receipt with minimum spend of S\$50 upon collection of bags. Terms and conditions apply.

For high resolution images, download from [link](#)

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**For media queries, please contact:**

#### **For Jewel Changi Airport**

Sharon Chia

M: (65) 9229 0545

E: [sharon.chia@changiairport.com](mailto:sharon.chia@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

Julia Jemangin

M: (65) 9733 7086

E: [julia.jemangin@changiairport.com](mailto:julia.jemangin@changiairport.com) / [corpcomms@jewelchangiairport.com](mailto:corpcomms@jewelchangiairport.com)

## **About Jewel Changi Airport ([www.jewelchangiairport.com](http://www.jewelchangiairport.com))**

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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## **About Made With Passion**

Jointly led by Singapore Tourism Board and Enterprise Singapore, Made With Passion is a national marketing initiative to promote consumer awareness and appreciation for our homegrown lifestyle brands across four categories – Beauty & Wellness, Fashion & Accessories, Home & Décor and Packaged Food & Beverage.

It is about celebrating the many facets of passion that go into creating the brands we enjoy today - ambition, resourcefulness, optimism and determination and so much more - and encouraging other brand owners and Singapore residents to pursue their own dreams to turn their passions into a reality for a better Singapore.

Get to know more about Made With Passion and our brands at <https://www.visitsingapore.com/madewithpassion/>