

What's **INSTORE**

Monthly Retail News by NTL

#013 | January 2020

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THE SAIL MELAKA – LARGEST MIXED DEVELOPMENT TO SET SAIL



Photo by The Sail Melaka
Source : Star Property
17th December 2019

China developer Sheng Tai International Sdn Bhd from China recently had a groundbreaking ceremony for The Sail Melaka – the largest mixed development in Melaka. The development consists of 9 towers, making up a built-up area of approximately 10.7 million sf with a GDC of RM6.5 billion.

With high-end luxury hotels, condotels and business suites, an up-class shopping mall as well as a Melaka-Nanjing-themed cultural square with shop lots, The Sail Melaka is set to become Melaka's Central Business District and global icon, inspired by Admiral Zheng He's voyage to the west, continuing the legacy of the Straits of Melaka.

Read more [here](#).

CELEBRITY FITNESS OPENS NEW CLUB AT FAHRENHEIT88



Photo by Celebrity First Malaysia
Source : New Straits Times
24 December 2019

Malaysia's largest fitness chain, Celebrity Fitness recently opened a new club at Fahrenheit88 in Kuala Lumpur to educate Malaysians to be more active and confident by taking up any challenge, and to embrace the freedom to be bold and fearless. The new club; which was officially opened on 6th December 2019, brings newness to the brand and diversifies their influence beyond fitness, with street art and fashion. They had collaborated with creative talents from Raffles College of Higher Education and local street art hero Kenji Chai to celebrate the unity between fitness and street culture.

The new membership amounts to RM550, with an introduction to a campaign message called "Dare to be bold and a variety of signature programmes, such as Dance N' Attitude, Fast Fit and Floating Yoga.

Read more [here](#).

PARKSON TO EXIT MYTOWN SHOPPING CENTRE IN FEBRUARY



Photo and Source by Inside Retail Asia
3rd January 2020

Malaysian department store chain Parkson will close its outlet in MyTown Shopping Centre in Cheras next month less than three years after the 150,000 sf store started trading.

This is following recent shut-downs at Suria KLCC and M Square Mall in Puchong and closure of several stores over the past two years within its Malaysian market including stores at Megamall Kuantan, Melaka Mall, Maju Junction and Sungei Wang. They have also closed most of its Vietnam stores.

Read more [here](#).

WHAT'S NEW?

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CHRISTIAN LOUBOUTIN AND DIANE VON FURSTENBERG : NEW STORES IN KL

Christian Louboutin recently opened its 164th store at Pavilion KL. The 990 sf space references its first boutique in the Galerie Véro Dodatin in Paris. The boutique welcomes customers to its intimate boudoir-like space with interior decked out in velvet material in shades of pink and palm and peacock patterned fabrics – typical of the Parisian gallery.

Over at Suria KLCC< Diane von Furstenberg reopened in a new location. The façade of the 1,200 sf space has freshly sprayed raw plaster with white powder-coated steel and pressed ceramic glazed tiles that complement its orange sofa and citrine rug. The store has the full range of DVF's ready-to-wear as well as a selection of accessories, including handbags, shoes, belts and scarves.



*Photo by respective brands
Source : The Edge Malaysia
16 December 2019*

Read more [here](#).

NEW STORES FOR YOGA LABEL LULULEMON



Athletic brand Lululemon has opened two stores in Kuala Lumpur : Pavilion KL and Suria KLCC with distinctive design and guest experience. The Canadian label is well-known for its quality leggings and fashionable athletic tops and also makes a range of yoga-related products such as yoga mats and blocks, a favourite among yoga practitioners.

The Pavilion KL Store is the largest in Southeast Asia and is decorated with patterns highlighting Malaysia's tropical flora and fauna. The KLCC store is more fluid and bright with façade of white marble. Lululemon recently organised a fitness initiative called Sama-Sama to promote the new stores, working with partner gyms and brand ambassadors and collaboration with local printmakers Bingka Studio, incorporating elements such as the hibiscus, hornbill and Malaysian tiger.

*Photo and Source by : : New
Straits Times
17 December 2019*

Read more [here](#).

'HARRY POTTER' MAGIC IN IPOH CAFE

Inspired by the Harry Potter movies, a couple have opened Platform 9^{1/2} Café in Concubine Lane, Ipoh. The cafe is named after Platform 9 ³/₄ of King's Cross Station which Hogwarts students use to enter the magical world of wizardry.

The café offers costumes such as Hogwarts robes, scarves and wands and definitely instaworthy as the front windors resemble Diagon Alley, with two bulging curved windows accompanying the front door.



*Photo by : KL Foodie
Source : New Straits Times
24th December 2019*

Read more [here](#).

WHAT'S NEW?

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SIXTY8IGHT'S FIRST MONGOLIAN STORE AS CHINA EXPANSION RAMPS UP

The logo for Sixty8ight, featuring the brand name in a white, serif font on a pink rectangular background.

*Photo by Sixty 8ight
Source : Inside Retail Asia
6th January 2020*

Hong Kong lingerie brand Sixty8ight recently opened its first outlet in Hohhot, Mongolia and plans to open 16 more outlets in China in January 2020.

The label has grown significantly since its first China store opening in Beijing, offering the latest trends in lingerie, homewear, loungewear, casualwear and accessories. The brand has launched its flagship stores on Lazada in December 2019, serving Singapore, Malaysia, Thailand and the Philippines, and will be launching on Shopee this month.

Read more [here](#).

FIRST GRAB KITCHEN IN SINGAPORE OPENS

Grab takes its cloud kitchen network in Southeast Asia to 50 with the recently opened Grab Kitchen, their first in Singapore. At 6000 sf, Grab Kitchen also has a dine-in area for small lunch groups. The shared kitchen is operated for 10 restaurants including PlayMade, Wolf Burgers and Thai Dynasty.

As operations cost in cloud kitchens are less than setting up physical outlets, the concept has become popular among food and beverage merchants. Grab's food-delivery business has become a major pillar for growth as it expands beyond taxi-hailing into other areas including financial services. In 2019 the delivery business witnessed 5.2 times growth in gross merchandise value and nearly tripled its number of active users.

Read more [here](#).



*Photo and Source by :
Inside Retail Asia
10 January 2020*

TSUCHIYA KABAN OPENS AT K11 ART MALL, HONG KONG



*Photo by Tsuchiya Kaban
Source : Inside Retail Asia
10th January 2020*

Japanese handcrafted-leather brand Tsuchiya Kaban recently opened a store at Hong Kong's K11 Art Mall. Inspired by Hong Kong UNESCO Global Geopark's natural volcanic rocks, the new store design is described as a combination of the brand's minimalism and Hong Kong's natural landscape.

The store features a wide variety of handcrafted leather products, and plans to organise experiential events such as on-site leather crafting demonstrations and handmade leather workshops.

Read more [here](#).

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AMERICAN CHAIN GELATO-GO MAKES ASIAN DEBUT IN HONG KONG



Photo by Gelato-go
Source : Inside Retail Asia
7 January 2020

US artisanal gelato brand Gelato-go recently launched its first Asian store located at The Nite, Hong Kong. Featuring more than 20 flavours of the gelato and handcrafted daily. The brand was founded in 2013 by three Italians, the brand is one of the fastest-growing chains in its category within the US market and operates 14 locations.

Beside its selection of fresh Italian ice cream and snow mousse flavours, it also offers different styles of desserts, sandwiches and beverages, such as traditional Italian Cannoli ricotta cheese rolls, cream croissants and milkshakes.

Read more [here](#).

CHEESE-TEA CHAIN MACHI MACHI TO LAUNCH IN SINGAPORE

Taiwanese cheese-tea chain Machi Machi, which went viral after it was featured in a music video by Jay Chou; is set to debut in Arab Street Singapore this month, before the singer's upcoming Carnival World Tour concert in the city.

The brand currently has stores in 10 countries including Malaysia, Japan, Korea, Taiwan, China, France, Australia, Canada, Sweden and the UK.

Read more [here](#).



Photo and Source by :
Inside Retail Asia
3 January 2020

CENTRAL GROUP LAUNCHES PORTO DE PHUKET LIFESTYLE MALL



Photo and Source by :
Inside Retail Asia
3 January 2020

Thailand's Central Group has opened a new shopping mall in Thalang District, Phuket by the name of Porto de Phuket. The 431,000 sf development is divided into 7 highlighted zones, featuring a wide range of store and Michelin-starred restaurants.

One of the zones, 'The Central Food Hall' provides service in standalone formats for the first time, offering a variety of products and the first Cheese Room in Phuket. There's also 'Multi Design House' which presents home decoration and vintage furniture and furnishings from Soul of Asia, artwork from a local art celebrity, a Jim Thompson pop up store and a B2S store. Other zones include a Healthy Heaven, a zone for relaxation and health, Kids learning space and a Pet Friendly Zone. A movie theatre, fitness gym, indoor playground, edutainment and an Art Home and Decorative zones are expected to be completed by year end.

Read more [here](#).

INSTORE @ ETC

(ETC THAILAND)

Baan Somtum @ Chic Republic Ramintra



Baan Somtum, the famous Isaan food restaurant that was listed in the 2019 Micheline Guide with a Bib Gourmand award (a value-for-money award), had the grand opening of its new branch at Chic Republic Ramintra on 27 December 2019. The new branch is operating on the store size of 271 square meters, showcasing Isaan cuisine from the northeast which is bold and generous on spices. This crowd-and-critic favourite Isaan restaurant has been operated since 2005 with the location of its first branch found in Phuttamonthon Sai 2. Key factors behind success of Baan Somtum comprise of 1) creating a strong brand & clear concept of the home-made Isaan food, 2) continuously initiating new food menus, 3) focusing on the location that is in the community area with convenient accessibility, 4) being the stand-alone restaurant for better customer experience, 5) keeping the unique and same standard of the raw material and taste of food for all branches, and 6) expanding the business opportunity by having 'Food Delivery' service.

Suki Teenoi to Unveil the New Branch in Phaholyothin Area



Suki Teenoi, the sukiyaki restaurant that operates from 12.00pm – 5.00am, plans to open the new branch at Phahon 19 Building. The opening period is scheduled to be in March this year with the store size of 669.92 square meters. Currently, Suki Teenoi has altogether 12 branches, and the one to be soon opened will become the 13th branch of this sukiyaki restaurant brand. Customers can also enjoy the buffet menu at THB199 per person. The unique operating hour of the restaurant that serves sukiyaki, shabu, and buffet menus from midday till dawn has differentiate itself from other well-established sukiyaki restaurants and also increased the competency of the restaurant's competitiveness under the high market competitive environment in the food & beverage services. The operating hour of Suki Teenoi that opens till 5.00am is believed to get the good market response from nightlife people university, students who finished the academic activities late at night in addition to general customers, providing new eating experience for customers.

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