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## NEWS RELEASE

### **JCube launches J.Avenue with digital innovations that cater to the young and trendy**

*Digital treats include Flipbooth, Social Wall and Joy Box vending machine*

**Singapore, 2 September 2014** – Calling out to the nation's young and trendy, it is time to head west – J.Avenue, the new retail zone located on Level 2 of JCube, is now open!

Created specially with the needs of young shoppers in mind, J.Avenue houses 70 shops offering a diverse selection of chic and affordable merchandise in a hip street shopping environment. For a start, shoppers can look forward to about 40 fashion and accessories shops offering the latest styles, and another 23 shops specialising in gadgets, hobbies and stationery and gifts. Additional offerings are in store as more shops open progressively in the coming weeks.

Here is a brief snapshot of what shoppers can find at J.Avenue. **The BGX House**, a fast-growing online business specialising in ladies' casual fashion apparel and accessories, has set up its first physical store at J.Avenue. More fashion choices are available at **Moda**, which carries dresses, tops and accessories featuring the season's latest looks. For ladies' intimate wear, look no further than **La Belle**, which offers a wide range of lingerie and bikinis. For accessories, head down to **LAVA** and be delighted with the endless choices of socks, shawls and other fashion accessories.

Beyond fashion, shoppers hunting for new-fangled gadgets will find a trove of treasures at **Fun R Us**. Those who relish creating their own stamp of identity will find satisfaction in **The Little (Badge) Store**, which specialises in custom-made button badges. Fans of Korean pop culture can find all things related to K-pop at **K-Tales**, including K-pop inspired t-shirts, badges, watches and bracelets. Jigsaw puzzle enthusiasts and newbies alike will find something to their liking at **Perfect Fit**, which stocks jigsaw puzzles in all shapes and sizes, including three-dimensional puzzle sets in the shape of Leaning Tower of Pisa and Big Ben.

To keep trend-setting youths coming back for more, the retail concepts at J.Avenue will be refreshed throughout the year so that shoppers will continue to discover something new with every visit. Other than the abundant offerings and frequent updates in retail concepts, J.Avenue is adorned with brightly coloured and cheerful design motifs across its walls, pillars and floor, thus providing plenty of quirky and fun backdrops for selfies that are all the rage with young people nowadays.

To further engage young shoppers who are tech-savvy, the retail zone's online portal [www.javenue.sg](http://www.javenue.sg), which is available in both desktop and mobile versions, will be making its debut on 6 September. Over and above a typical mall directory, the portal is positioned as a "searchable mall" and features in detail selected merchandise of J.Avenue tenants. In addition, the portal doles out styling tips with a section that features the season's latest looks curated from the merchandise of J.Avenue tenants. Users of the portal can also have fun creating and sharing their own "lookbook" by pairing outfits from the featured merchandise.

To celebrate the launch of J.Avenue on 6 September, JCube will be launching several digital initiatives that cater to its target profile of young and trendy shoppers. These include:

**J.Avenue Flipbooth** – In what is believed to be a first in Singapore, J.Avenue is creating its very own Flipbooth that allows shoppers to take a 15-second fun video of themselves, after which they will receive an exclusive limited edition 60-page flipbook that replays the action in print. Shoppers are welcome to visit JCube for the launch of the J.Avenue Flipbooth on 6 and 7 September 2014 for a chance to create their own pictorial flipbooks, an opportunity which will be offered free to the first 100 shoppers on each day. Shoppers will be joined by celebrities, including MediaCorp actors Desmond Tan and Ian Fang; bloggers Naomi Neo, Eunice Annabel, Willabella Ong and Xavier Ong; and YouTube sensation Tan Jian Hao. After the launch, shoppers will be able to redeem a free pictorial flipbook when they spend a minimum of \$70 in JCube from 8 September to 26 October 2014. A maximum of three same-day receipts, with at least one receipt from J.Avenue, can be combined for redemption.

**J.Avenue Social Wall** – Further catering to the selfie craze is J.Avenue's Social Wall, a huge LED screen measuring 4 metres by 3 metres, which aims to become the centre of social recommendation submitted by J.Avenue's community of shoppers. Shoppers can take photos at two designated kiosks and decorate them with themed frames before uploading them onto the Social Wall for all to see. Shoppers can also use the official hashtag #JAvenueSG on Instagram to share their special moments at J.Avenue. These images will also be screened "live" on the Social Wall.

**J.Avenue Joy Box** – For a fun break in between all the shopping, the J.Avenue Joy Box offers shoppers a chance to win a mystery prize by playing a simple game. A mystery prize will be dispensed through the Joy Box vending machine depending on the game score. The Joy Box also doubles up as a photo booth where shoppers can take pictures of themselves and instantly share their pictures on Facebook. No purchase is required for a go at the J.Avenue Joy Box.

As part of the J.Avenue opening specials, JCube has tied up with Easy Taxi, one of the main taxi booking apps in Singapore, to offer a 50% cash rebate on all taxi trips that end at JCube. From 11am to 8pm every Saturday and Sunday in the month of September, Easy Taxi will offer passengers a 50% discount off their cab fares when they book their cabs and drop off at JCube. What's more, these passengers will get a 100% rebate off their taxi fares when they spend a minimum of \$40 in J.Avenue. Redemptions can be made at a designated counter located in J.Avenue.

Ms Maggie Chua, Centre Manager of JCube, said, "Since opening over two years ago, JCube has quickly amassed a steady following of shoppers who enjoy our diverse range of leisure, dining and entertainment offerings. In line with the mall's ethos of staying ahead of ever-changing trends, we have created the trend-setting, youth-oriented J.Avenue. With 70 new shops and countless affordable options, shoppers are bound to find something to their liking. Shoppers will also be inspired by J.Avenue's vibrant street shopping ambience, which features interesting fixtures and trick art installations that serve as the backdrop for fun photo opportunities."

#### **About JCube ([www.jcube.com.sg](http://www.jcube.com.sg))**

JCube is strategically located in Jurong Lake District (comprising Jurong Gateway and Lakeside), which will be transformed into a unique lakeside destination for business and leisure, with Jurong Gateway set to become Singapore's largest regional centre – 2.5 times the size of Tampines Regional Centre. Under the Urban Redevelopment Authority's masterplan, Jurong Gateway is on track to become a commercially vibrant retail destination, with a cluster of shopping malls offering a critical mass of retail options that collectively pulls in the shoppers.

JCube has a net lettable area of 210,000 sq ft spread over five levels. A leisure and entertainment mall, JCube houses Singapore's only Olympic-size ice rink and first IMAX cinema in Singapore's suburbs. The mall boasts a unique faceted façade inspired by an ice cube, reflecting natural light by day and sparkling by night. JCube has been awarded the Building and Construction Authority's highest green accolade – Green Mark Platinum – for its environmentally friendly features.

CapitaMalls Asia operates three malls in this area – Westgate, JCube and IMM Building – which offer the equivalent of a three-in-one mega mall, with over 600 stores meeting the varied needs of shoppers, all easily accessible and linked by a free shuttle bus service and with more than 2,200 car park spaces.

Each CapitaMall has its own positioning that complements one another: Westgate is the premier family and lifestyle shopping mall that brings major brands to the west and houses Singapore's largest thematic outdoor playground in a mall; JCube is an entertainment hotspot with Singapore's only Olympic-size ice rink and first IMAX cinema in the suburbs; and IMM Building has been re-positioned as a value-focused mall and is today Singapore's largest outlet mall with close to 60 outlet stores. Their combined offerings are set to appeal to both locals and tourists, and establish the precinct as a destination where shoppers can spend an entire day.

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