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NEWS RELEASE

**JCube – Home to Singapore’s first Baby Phat, Shana
and TALLY WEiJL**

Singapore, 17 April 2012 – JCube, an ultra-hip mall in Jurong East and home to Singapore’s first Olympic-size ice rink, is set to welcome more brands making their debut in the country. Labels popular with fashionable young women, Baby Phat, Shana and TALLY WEiJL (pronounced telly wise), will be opening their first stores in Singapore at JCube. The brands will be located at the mall’s Level 1.

New York label Baby Phat’s JCube store will be its first in Asia. Phat is an acronym for “pretty, hot and tempting” and its feline logo is easily recognisable on celebrities and supermodels who can be seen in Baby Phat clothes. Baby Phat will carry ladies’ fashion and accessories at its 1,590 square feet store in JCube.

Distributor Ossia International Limited’s Assistant General Manager, Ms Yvonne Tee, said, “Baby Phat is truly a global lifestyle brand. The label’s expansion into Singapore, Southeast Asia and Asia is an exciting opportunity to continue to grow the brand and engage millions of young women in this key market who are looking to celebrate their sizzle and sparkle each and every day through fashion.”

Spanish brand Shana’s first outlet in Singapore at JCube will deliver the latest trends in fashion at good value, adding new items at its stores every week. Shana’s 1,880 square feet store at JCube will carry its fashionable range of clothes and accessories. Shana is the fastest growing fashion concept in Spain, opening over 150 stores in a year.

Well-known for its sexy and trendy clothes, Swiss label TALLY WEiJL will operate its first store in Southeast Asia at JCube. Its 2,170 square feet store will feature fashion and accessories.

Shana will open in mid-May, while Baby Phat and TALLY WEiJL are scheduled to welcome shoppers in July 2012.

Ms Callie Yah, General Manager of JCube, said, “JCube is already home to many first-in-Singapore brands. We are delighted to welcome Baby Phat, Shana and TALLY WEiJL to

JCube, which will cater to young and fashionable ladies looking for cutting edge fashion and design.”

About JCube

Nestled in the heart of the up and coming Jurong Lake District, JCube is an ultra-hip mall with Singapore’s only Olympic-size ice rink and IMAX cinema in the 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.

Located close to Jurong East MRT interchange and bus interchange, JCube, which replaces the former Jurong Entertainment Centre, has a net lettable area of 210,000 sq ft in its five levels of retail, dining and entertainment options. There are two levels of basement parking and a rooftop terrace-cum-event space on Level 5, called JStage. With its new-to-market brands and extended dining options, JCube is set to be the preferred leisure and entertainment destination for youth, PMEBS and residents who live and work in Singapore’s West.

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