

Continuously breaking the boundaries of creativity...

What an exciting journey the past 35 years had been! The journey doesn't end; it simply opens another dimension to a new beginning.

Here are some of our achievements for the year as we prepare for the next wave of growth:

- **The Shoppes® at Marina Bay Sands, Singapore** – We completed some 40 flagship boutiques and specialty stores at Singapore's modern-day shopping Mecca. (pgs 2-5)
- **Knightsbridge, Singapore** – Our consistency in providing quality fit outs makes us a leading choice among international brands as they set up flagship stores at Singapore's latest "luxe" retail development. (pgs 6-7)
- **Emporio Armani, Vietnam** – In Vietnam, we completed Emporio Armani's 2,300-square-foot boutique, together with nine other boutiques at Vincom Center, Vietnam's latest shopping centre. (pg 9)
- **Uniqlo, Malaysia** – We are thrilled to work with one of the world's leading casual wear brand in its debut in Singapore, Malaysia and Thailand. (pg 13)
- **Tiffany & Co., China** – Our 10-year partnership with Tiffany & Co. saw the completion of the brand's award-winning flagship boutique in Shanghai and Singapore. (back page)

Who said our journey to the new dimension would be easy? With partners and dedicated staff who uphold our commitment to quality and clients who trust and support us, the journey may be challenging but it will certainly be rewarding and fun.

- Corporate Communications



The Shoppes at Marina Bay Sands, Singapore^



Knightsbridge, Singapore^



Emporio Armani, Vietnam^



Uniqlo, Malaysia^



Tiffany & Co., China ^





The Shoppes® at Marina Bay Sands, Singapore

Marina Bay Sands, Singapore's latest attraction, redefined the city's skyline with its three, 55-storey hotel towers and over 130,000-square-foot Sands SkyPark. A key attraction within the resort is its over 800,000-square-foot luxury retail and dining space. We designed and/or fabricated 40 stores at Marina Bay Sands, including Bottega Veneta, Burberry, Gucci, Tiffany & Co. and flagship boutiques for Chanel, Fendi and Hublot

FENDI



Our partnership with Fendi began in the late 1990s when we worked on the Millenia Walk and Paragon boutiques in Singapore. It's premier boutique at Marina Bay Sands, Singapore is our latest project with Fendi.

Designed by Peter Marino, the design features a replica travertine-like walls, rust-ribbed panels and a Corten wall to add an air of luxury and grandeur to the store's Romanesque appeal. Every detail of this 3,660-square-foot flagship boutique was fabricated to Fendi's high quality standards.

CHANEL



Chanel's 7,600-square-foot three-storey boutique exudes the brand's distinctive timeless elegance with its custom-designed chandeliers, stylish furniture & fixtures and private rooms for VIP viewing.

More recently, Kingsmen renovated the brand's Ngee Ann City boutique spanning 3,000 square feet.

HUBLOT



Inspired by the brand's founding principle, "The Art of Fusion", Hublot's flagship store at Marina Bay Sands, presents an ingenious combination of steel, carbon fiber, aluminum and singular alloys with wood, leather, rubber and glass. Located at the mall's main atrium, the façade was made from laminated fabric glass to create a "peek-a-boo". The concept of staggering glass panels also created a "crumpled fabric" effect, reducing unnecessary reflection on the glass.



RAOUL



Seven years after the launch of their in-house brand, Raoul, F J Benjamin decided to give its stores a whole new look with a more dynamic, contemporary and comfortable environment. Combining the men and ladies collection, the new interiors adopted a smart, corporate sophistication, emphasizing quiet classiness. Fixtures made from stainless steel, glass and dark wood complemented the white, glossy ceiling and brown carpeted flooring.

RABEANCO



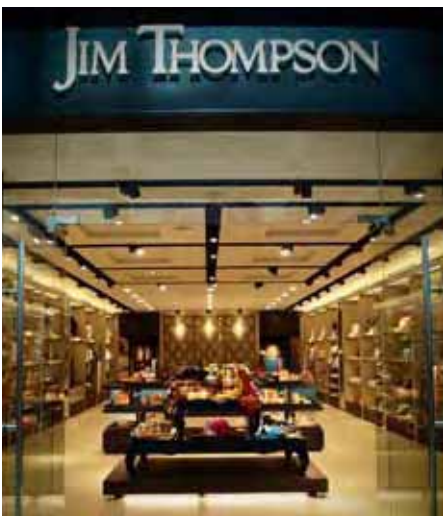
Headquartered in Hong Kong, Rabeanco brought its collection of high quality leather bags to Singapore with the opening of its stores at Marina Bay Sands and ION Orchard. The stores' interior was designed to be warm and welcoming with simple, fuss-free fixtures displaying Rabeanco's multi-functional leather bags in various colors.

iROO



Leading Taiwanese fashion brand, iRoo, opened its first flagship store outside of Taiwan last year. The new boutique in Singapore occupies 4,200-square-feet, offering an attractive showcase of iRoo's weekly runway collections.

Jim Thompson



The third Jim Thompson retail store in Singapore, the 1,600-square-foot Marina Bay Sands boutique continued with the iconic lifestyle feel that epitomizes the brand. Natural earth colors and simple but elegant fixtures were used, highlighting the vibrant product range from home furnishing fabric & cushion covers, to ready-to-wear fashion and accessories.



Knightsbridge, Singapore

Named after London's most fashionable address, Knightsbridge will definitely reshape Orchard Road's luxury retail landscape. With 83,000- square feet of customizable retail space spread over four storeys, Knightsbridge houses flagship stores of prominent brands like Topshop/Topman, Brooks Brothers, Tommy Hilfiger and Malmaison by The Hour Glass.

Malmaison by The Hour Glass



Malmaison is Asia's luxury "emporium" conceptualized by long-term client, The Hour Glass. The double-storey boutique offers more than high-end luxury timepieces; it also showcases a private collection of limited edition watches, rare wood walking sticks, hand-made perfume, jewellery and other exquisite collectibles.

Brooks Brothers



Brooks Brothers launched American classics into the heart of Orchard Road with its first Singapore flagship store in Grand Park Hotel Orchard.

As America's oldest retailer, Brooks Brothers has long been a fashion innovator. The brand has become a legendary international retailer while maintaining a steadfast commitment to exceptional service, quality, style and value.

The newly launched duplex stands at almost 4,000-square-feet, complete with white classic finishing touches, exhibiting the contemporary old English heritage, befitting of the Brooks Brothers image.

Tommy Hilfiger



The American iconic brand, Tommy Hilfiger opened its duplex flagship store at Grand Park Hotel Orchard.

Spanning 3,900-square feet offering comprehensive Tommy Hilfiger lifestyle, the store is home to the latest menswear, womenswear, footwear and accessories, spread over two floors.

Inspired by the Tommy Hilfiger design aesthetic that can be seen in the brand's global flagship stores in Paris and New York's Fifth Avenue, it features an array of colors and textures, all executed with the signature Tommy Hilfiger "twist". Through the use of unique styling, furniture and visual elements, the store's interior pays tribute to the brand's roots by incorporating vintage posters, iconic New York landscape photos and references to the American flag in shades of red, white and blue. An eclectic mix of vintage furniture and other elements of Americana reinforce the brand's cool, classic American sensibility..



retail environment

TAG Heuer, Australia



TAG Heuer's latest boutique, located at Westfield Sydney, Australia, features a revolutionary design concept reflective of the brand's prestige and avant-garde technology. This flagship boutique has a 26-foot façade covered with mirror-polished stainless steel that reflects light, giving off a stunning light show

Carl F. Bucherer, Thailand



Designed by Lausanne-based architectural firm, La Cellular LAB Srl, and built by Kingsmen, the Carl F. Bucherer standalone boutique in Bangkok offers an unobtrusive and relaxed atmosphere. From its high glass display windows, providing an unimpeded view of the boutique's classy interiors, to the comfortable white leather Barcelona chairs and ambient lighting, the 560-square-foot store definitely makes a statement in sophistication.

Emporio Armani, Vietnam



Occupying 2,300-square-feet, the Milan-based luxury brand dominates Vincom's façade with a large, backlit Emporio Armani logo. Inside, the elegant interior is clad with shiny black walls, glossy stone flooring, floor-to-ceiling mirrors, glass shelving and showcases, with the complete Emporio Armani lifestyle collection for men and women on display. Fabricated and installed within two months, the boutique's quality finishing echoes the brand's top-notch couture embraced by many celebrities worldwide.

We also fitted-out close to ten other major boutiques at Vincom Center, Vietnam's newest, luxury lifestyle mall, including Aldo, Nine West and Swarovski





retail environment

Debenhams, Vietnam



Leading British Department Store, Debenhams, opened its 8,600-square-foot store in Vincom Center, the first “green” building in Ho Chi Minh City. The new store offers an exciting shopping experience with a portfolio of over 100 designer and in-house brands. Its bright lighting coupled with pristine white flooring guide shoppers around the store.

Forever 21, India



Following the successful completion of Forever 21’s four-storey flagship store in Singapore, we also completed another flagship store in New Delhi, India. The store’s new age theme suits the brand’s exciting range of apparel and extensive array of jewellery, hair accessories, belts, shoes and scarves for its young and vibrant followers. Spanning 10,000-square-feet, this is Forever 21’s first store in India.

LONGCHAMP, Indonesia



We collaborated with leading French fashion brand, Longchamp, to fit out two of its newest stores located at two of Jakarta's largest malls, Plaza Senayan and Pondok Indah Mall. White lacquered contemporary fixtures and wall displays gave the 1,150-square-foot space a sleek, modern and glamorous feel complementing the vibrant collection of top-selling women's handbags, luxurious luggage and leather accessories.

BOSS, Indonesia



Our first collaboration with one of Jakarta's fashion companies, PT. Mahagaya Perdana (a Member of Trans Lifestyle), is for the new BOSS boutique at Plaza Senayan. We fitted out the over 2,000-square-foot boutique in line with Hugo Boss' new store concept, offering a warm and more intimate atmosphere for the BOSS men.



retail environment

LOUIS QUATORZE, South Korea



For Louis Quatorze's new Cheong-dam flagship store, we collaborated with Louis Quatorze Paris to translate Paul Matthieu's unique design into an aesthetic flagship store that highlight the distinctive Paris Collection. At the heart of the 2,200-square-foot store is a long, white "banquet" table that showcases the colorful collection, inviting shoppers to discover the intricacies of the products.

Calvin Klein Collection, South Korea



Collaborating with CKC international, we constructed the, 450-square-foot Calvin Klein Collection store at the Galleria Luxury East, and Hyundai Department store. The minimalist design in black and white is treated with warm lighting on barrisol panels, creating a hospitable yet exclusive environment.

UNIQLO, Malaysia



UNIQLO made its debut in Malaysia as an anchor tenant in the newly-renovated Fahrenheit 88. Crowned as the largest UNIQLO store in Southeast Asia, it occupies more than 23,000-square-foot of retail space spanning three floors. The distinct large concept store design maximizes the shopping experience, allowing customers to shop at their own pace. Store entrance displays showcase the latest clothing styles, offering hip fashion from UNIQLO.





GOODYEAR, Thailand



The 13,000-square-foot office and workshop evolved from an existing factory built in 1968. An “open office concept” with a touch of nature and generous application of glass paneling, expansive windows and translucent partitions were used to let natural sunlight into the office. These, combined with clean lines and warm colors, created a friendly atmosphere and conducive environment.

AIA Singapore Customer Service Centres, Singapore



Our team refurbished AIA Singapore's two customer service centres located at Finlayson Green and Tampines. The design was conceptualized based on AIA's corporate theme, Red and White, providing customers a refreshing and pleasant feel. Both centres are equipped with self-service terminals for an instant, more convenient access to AIA's products and services.

Kingsmen joins Singapore 2010 YOG as Events Management Services Sponsor

We are delighted to be a part of another Singapore milestone, as the Official Events Management Services Sponsor of the Singapore 2010 Youth Olympic Games. We provided consultancy services to the Singapore Youth Olympic Games Organising Committee (SYOGOC) for venue planning sessions and prepared drawings, plans and detailed specifications for overlay works at competition venues as well as Culture and Education Programme sites. We also designed and constructed the overlays for YOG's 16 training and competition venues across the island, meticulously choosing the appropriate materials and fabrication techniques to ensure safety of the young athletes and general public



35 Years... Towards New Dimensions

2011 marks Kingsmen's 35th year! The celebration kicked-off with a logo design competition open to all 1,100+ employees. Inspired by the theme "35 years... Towards New Dimensions", the logo, designed by Gihen Lim from Kingsmen's Malaysia office, was selected among more than 70 entries. It is a freehand writing of "35" which represents "sketching", one of the key fundamentals in design. The numbers '3' and '5' form a star, a symbol of Kingsmen Ambassadors since the early millennium. In the logo, the star represents Kingsmen's journey towards new frontiers guided by leaders, carried by staff and supported by clients.



Kingsmen Ambassador Awards 2010

Congratulations to the recipients of our 2010 Ambassador Awards! It is through your exceptional service, hard work and continued commitment to quality that Kingsmen has come this far. Keep the fire burning and continue to inspire others to exceed expectations



Jerry Toh
Kingsmen
Projects Pte Ltd
Singapore



Nani Suryani
PT Kingsmen
Indonesia



Pairot Ritkamrop
Kingsmen
C.M.T.I. Co, Ltd
Thailand



Sarayut Srichote
Kingsmen
C.M.T.I. Co, Ltd
Thailand



Team Award
Research & Design

Kingsmen wins 3rd consecutive Interior Builders Gold Award

The Interior Builders Award, one of the Singapore Furniture Industry Awards' most-coveted categories, pays tribute to the "specialists" in customized furniture and interior fit out. It highlights companies who have promoted innovation, creativity and excellence by translating interior designs into practical, effective and quality solutions thereby raising the standards, profile and image of Singapore's furniture industry.



Tiffany & Co. flagship, China award winning project



Kingsmen's inaugural project with Tiffany & Co. was in 2001, when the world-renowned jeweler opened its first jewelry and specialty retail store in Peninsula Palace Hotel, Beijing. After almost a decade, we have completed over ten stores including Tiffany & Co.'s 6,400-square-foot flagship in Shanghai's Hong Kong Plaza.

Fitted out by Kingsmen, the two-level store is located at Huai Hai Rd, the city's version of 5th Avenue (New York) and Ginza (Japan). Its eye-catching exterior is a window to the boutique's classy interior, adorned with crystal chandeliers, stainless steel-framed showcases, custom furnishings and wall coverings. Having worked with the client since 2001, we interpreted the client's retail objectives and corporate vision, translating the desired design concept into reality.

A few months later, we completed another Tiffany & Co. boutique at Marina Bay Sands in Singapore. These projects are a testament of our loyalty and support to our long-standing clients in their expansion plans in the region.



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