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Bespoke Tailor. Lingerie Retailer. Cartoon Character amongst Winners of SRA Retail Awards 2017

Highlights

- **Bespoke Tailor “The Prestigious” located at Boat Quay wins the coveted Best New Entrant Retail Awards 2017**
- **12,000 square feet double-storey Victoria’s Secret Flagship Store at Mandarin Gallery, Orchard sizzles further with Best Retail Concept Retail Awards 2017**
- **“Pokemon at Changi Airport’ claims Best Retail Event Retail Awards 2017 for Changi Airport Airport Group (S) Pte Ltd’s**
- **Ion Orchard’s ‘A Season of Resplendence’ last Christmas lands them the Best Efforts in Corporate Social Responsibility Retail Award 2017**
- **Mr Denesh Kumar Sreetharam, Operations Manager, Cold Storage is bestowed Manager Of The Year Retail Awards 2017**
- **Mr Vinay Kumar Khunger, Technical Manager, Singtel Shop Comcentre is named Young Executive Of The Year in Retail Awards 2017**
- **Parkway Parade and Plaza Singapura were judged by SRA members to have the Best Outstanding Efforts in Centre Management and Advertising & Promotions**
- **The 2nd edition of Singapore Golden Week organised by SRA with Official Payment Card partner UnionPay targeted at the China tourists kicked off today with attractive offers at over 300 outlets**

Singapore, 29 September 2017 — It was indeed a night of glitz and glamour as more than 600 retailers and their staff, landlords and their marketing teams and supportive tenants as well as business partners decked out in their best converged at Raffles City Convention Centre to honour all deserving winners and celebrate the industry’s achievements at the coveted annual SRA Ball and Retail Awards 2017.

Six of Singapore's best in the retail industry were honoured tonight by the Singapore Retailers Association (SRA) for the outstanding impact they have each made on the retail scene in Singapore through innovation, creativity and retail excellence. They were this year's winners of the prestigious SRA Retail Awards, which were presented by the Association for the 18th year running, to the industry's best for adding new and exciting dimensions to retail and taking the industry to new heights. Supported by SPRING Singapore and the Singapore Tourism Board, the SRA Retail Awards 2017 were presented by Guest-of-Honour, Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth and Ministry of Trade and Industry. Please see [Annex A](#) for full list and details of Winners of Retail Awards 2017.

Mr R Dhinakaran, President, SRA gave the guests a quick snapshot of the various events and activities carried out by the Secretariat for its members and thanked members and sponsors for their fervent support in the past year. He urged retailers "to take the leap and embrace technology solutions as the new 'modus operandi' so as to enhance productivity and develop omni-channel capabilities to remain competitive". He also entreated guests to "support SRA's LEAD+ Programme , which commences 1 Oct 2017, as we work even harder to serve our SRA members and champion the mass adoption of technology solutions".

Guests were entertained throughout the evening with performances by Urban Drum Crew and Ali as well as Sebastien Tan of the famed 'Broadway Way and the Chiobuus'. About \$100,000 worth of prizes ranging from UDivva Star Massage Chair (OSIM); Lifestyle Furnitures (Star Furniture); Samsung Galaxy S8 (SingTel); iPad Pro 64GB(Advanet Pte Ltd); Travel Luggage (Samsonite & American Tourister); shopping vouchers at Harvey Norman, Marina Square, Robinsons, Zara, Massimo Dutti; juicers (OG) all generously sponsored by SRA members and business associates were given away and every guest left with a 6-pack Traditional Black Boned Chicken Tonic to invigorate.

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ANNEX A

The deserving winners of the SRA Retail Awards 2017 are:-

BEST NEW ENTRANT OF THE YEAR The Prestigious. Bespoke Tailors.

Located at Boat Quay, The Prestigious. Bespoke Tailors. combines traditional master tailor with a modern fashion boutique. Founded by Master Tailor, former President of the Singapore Master Tailor Association and lecturer at LaSalle College of the Arts since 2010, Thomas Wong, The Prestigious is dedicated to crafting bespoke clothing to extracting standards. Every commission undertaken by The Prestigious. Bespoke Tailors. is handcrafted in Singapore and completed in-house. The boutique features a see-through workshop and allows each patron to choose his own tailor and craftsman. The structured programme to groom and nurture talents ensure its tailors undergo years of rigorous training, each personally mentored and supervised by Master Wong, positioning The Prestigious. Bespoke Tailors. as a unique and superior retail offering that has found favor among Titled Dignitaries and Captains of Industries amongst its exclusive list of ardent customers.

The Prestigious. Bespoke Tailors opened in August 2016.

www.theprestigiousbespoke.com

BEST RETAIL CONCEPT OF THE YEAR
Victoria's Secret, Mandarin Gallery

Located at Mandarin Gallery, the double-storey Victoria's Secret Flagship Store spanning over 12,000 square feet added excitement and liveliness to the vicinity since its opening in November 2016. Other than the Middle East, Singapore is the first Asian territory to have the full assortment including Victoria Sport and Victoria Secret's Secret Pink range. New designs are available every two to six weeks. Projecting an aspirational image of sexy perfection, the full assortment of merchandise – from intimates and loungewear to beauty products and fragrances – offers something for every woman. The different parts of the store reflect the distinct facets of a woman – at turns sexy and mysterious, or cheery and playful. Products are displayed in an enticing way to encourage customers to interact with the product in a tactile manner. Shoppers are treated to thumping music, flashing video screens, oversized chandeliers and elaborate displays of lingerie-clad mannequins seated on tables. The store offers a personalized and luxurious fitting experience with call buttons at its 24 fitting rooms and trained bra specialists (there are 12 of them!) to help customers find their perfect fit. Victoria's Secret Flagship Store in Mandarin Gallery has certainly brought lingerie shopping to a new level of experience.

<http://victoriasecretsg.com/>

BEST RETAIL EVENT OF THE YEAR

Pokémon at Changi Airport, by Changi Airport Group (S) Pte Ltd

Changi Airport made sure the all-time favourite Pokémon characters did not just exist in the virtual realm last Christmas. 10 life-sized Pikachu went on a launch parade on 18 Nov 2016. Terminals were decked out in fun Pokémon-inspired festive decorations, Against a whimsical setting featuring a Gingerbread House, Christmas trees and candy canes, a towering, larger-than-life Pikachu greeted all visitors. An eight-metre tall Christmas tree decorated with Pokémon plushies and Poké Ball baubles was a most popular backdrop for Instagram pictures! At specified times on weekdays and weekends, it was music, lights and action with dancing trees and falling snow. Passengers and shoppers got to get up close and personal with Pikachu in weekends meet-and-greet sessions. The Gingerbread House which one could step inside featured Santa's Workshop and Mrs Claus' Confectionary which intrigued both young and old. Shoppers were also engaged in a series of Pokémon activations and exclusive Pokémon plushies for redemptions to enhance and strengthen the shopping experience. The series of #PokemonatChangi coverage had over 170 print and online media stories both locally and overseas, receiving 347,278 engagements and reached out to over 25 million social media users globally. This has successfully placed Singapore and Changi Airport under the spotlight globally.

<http://nowboarding.changiairport.com/discover-changi/pokemon-at-changi.html>

BEST EFFORTS IN CORPORATE SOCIAL RESPONSIBILITY

ION Orchard

Amidst glittering ornaments, decorative lights and even a festive scent, creating an unforgettable Christmas experience for shoppers and visitors with a dazzling and interactive walk-in ION Orchard Christmas tree decorated by Tiffany & Co., a fantasy maze, a curated line-up of festive pop-up shops featuring all-time favourite brands; to newly opened stores such as Gucci and Sulwhasoo, a calendar of Yuletide entertainment and dining options, the less fortunate were not forgotten. ION Orchard collaborated with National Council of Social Service and Rainbow Centre for 'A Season of Resplendence' Christmas Campaign, providing children with developmental needs an opportunity to bring the Christmas spirit alive. Students from Rainbow Centre indulged in their creative streaks to design ION Orchard's festive gift wrappers and greeting cards and got to expose their work and cause to a wide audience. The mall partnered with Club 21 Accessories to set up a Christmas Pop-Up Store where 10% of the proceeds from the sales of exclusive designer products were channeled to Rainbow Centre. Rainbow CHAIRity WELCOME TO MY WORLD event was well attended and supported by donors and philanthropists at the ION Art Gallery that displayed artworks co-created by Rainbow Centre's students and local celebrities. A total of over \$300,500 was raised for Community Chest and Rainbow Centre through the combined Christmas Charity initiative and media value in print broadcast and online amounted to over \$4million.

MANAGER OF THE YEAR

Mr Denesh Kumar Sreetharam, Operations Manager, Cold Storage

Denesh embarked on the retailing profession more than 10 years ago. His passion and commitment to bring projects into fruition paved his way to an Operations Manager in Cold Storage. With every new appointment, Denesh has risen to set a new benchmark for himself and others around him. Denesh has introduced report automation to streamline the reporting process, set up focus groups for specific business strategies to increase sales by addressing each store's unique challenges and initiated inter-group talent development program to groom the next generation of leaders. Humbled by his work achievements, Denesh constantly upgrade his skills sets, making him the Scholarship Recipient for MBA in Retail Management by SRA in 2015, holding a Graduate Diploma in Retail Management in 2007.

YOUNG EXECUTIVE OF THE YEAR

Mr Vinay Kumar Khunger, Technical Manager, Singtel Shop Comcentre

Vinay started as a Retail Executive with Singtel in March 2012 and was promoted to a Senior Retail Executive in July 2014. He advanced to a Technical Manager shortly after, worked relentlessly with a team of 50 staff at Comcentre and clinched the Best Shop of the Year Award for two consecutive years, a feat never achieved by any other store. Delighting customers is one of Vinay's firm beliefs and he consistently shares and coaches new hires to serve all customers with a sincere heart and sound advice, contributing to Comcentre shop having a high Customer Experience score of 96% in last financial year ending 31 March 2017. Vinay active role in motivating and integrating his sales force with the new system saw an increase in Productivity achieved in Comcentre where sales connection per staff increased by 5%. Vinay's effort received recognition in terms of Customer Recognition Award 2012, Extra Mile Award 2012 as well as Excellence Service Award 2013, 2014 and 2015.

Both winners of the 'Manager of the Year' and 'Young Executive of the Year' received a \$4,000 educational reward from the SRA, while the finalists received a \$500 reward each. The rewards are part of the SRA Membership Rewards Programme, introduced in 2002 to recognise, reward and upgrade deserving individuals within SRA member companies.

SRA Shopping Centre Awards 2017

Being apart of SRA's annual industry recognition efforts, SRA also paid tribute to the winners of the SRA Shopping Centre Awards 2017 at the SRA Ball & Retail Awards 2017.

Launched by the Singapore Retailers Association in 2004, the annual SRA Shopping Centre Awards pay tribute to the shopping centres that score the highest average ratings relative to the number of votes cast by their tenants who are SRA members, in the annual SRA Shopping Centre Scorecard.

The SRA Shopping Centre Awards 2017 were presented at the SRA Ball & Retail Awards 2017 to:

- Best Efforts in Centre Management – Parkway Parade
- Best Efforts in Advertising & Promotion – Plaza Singapura

About the Singapore Retailers Association

The Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

With effect 1 October 2017, SRA will embark on SPRING's LEAD+ Programme to further its cause and advance the initiatives under the Retail ITM to help bring about greater value creation in the retail industry through innovation; enhance retailers productivity and capabilities; maximise workforce potential for improved business growth and even internationalisation.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members (as at the time of print) in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth.

SRA is also a founding member of the Federation of Asia Pacific Retailers Associations (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries.

About the SRA Retail Awards

Launched by the Singapore Retailers Association in 2000, the SRA Retail Awards are presented annually to the industry's best in honour of the impact they have each made on the retail scene in Singapore. Supported by SPRING Singapore and the Singapore Tourism Board, the annual SRA Retail Awards seek to raise the standards, profile and image of the retail industry in Singapore by promoting innovation, creativity and retail excellence, so as to constantly add new and exciting dimensions to retail and take the industry to new heights.