

What's

INSTORE

Monthly Retail News by NTL

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WHAT'S NEW?

A STEVE MADDEN FLAGSHIP STORE COMES TO KL



Photo by Valiram

Source : The Star Online, 8 December 2018

The American footwear brand has opened its first boutique in Malaysia. The brand's retail partner Valiram launched their second flagship store at Mid Valley Megamall, after Takashimaya in Singapore.

With Steve Madden's exciting range of signature rock-and-roll inspired shoes and leather goods, the store is furnished with lush, funky and dynamic vibes, which is bound to impress many local shoppers.

Read more [here](#).

CLE DE PEAU BEAUTE OPENS FIRST MALAYSIAN STORE

Clé de Peau Beauté, the premier luxury skincare and makeup brand celebrated the opening of its first Malaysian boutique at Pavilion KL.

The boutique features a makeup gallery, skincare gallery and a VIP consultation cabin space for signature facial treatments.

Read more [here](#).



The Clé de Peau Beauté VIP Consultation Space
Photo by the Star

Source : The Star Online, 19 December 2018

PLAZA SINGAPURA WELCOMES FIRST "PHYGITAL STORE", NOMADX



Photo by CapitaLand

Source : The Business Insider Singapore,
9 November 2018

Occupying 11,000 sq ft of space spread across two floors, NomadX houses 18 tenants which offer a wide range of fashion, beauty, consumer electronics, gadgets and food & beverage offerings.

"Phygital" - a combination of the words "physical" and "digital" - means that the store marries the experience of shopping at retail stores with the convenience of shopping online.

The store is equipped with interactive technologies and cashless payment systems such as StarPay - the in-app ePayment feature on CapitaStar - and Nets.

Read more [here](#).

WHAT'S NEW?

SUNWAY VELOCITY JUMPS ONTO THE DIGITAL BANDWAGON



Photo by Matthew Henry
Source : Retail News Asia,
31 December 2018

Sunway Velocity has installed its shopper tracking system in December 2019, which identifies the unique ID of each mobile phone carried by shoppers.

These data analytics will capture important shopper information such as the number of shoppers (hence giving accurate information on shopper traffic during the week or month), frequency of visits, user info, travel history and traffic patterns.

With 55-56 sensors throughout the mall covering different zones, they are able to track shopper journeys and generate reports. Set up costs range from RM120,000 to RM150,000 with recurring costs of RM10,000 monthly.

Read more [here](#).

DESIGN ORCHARD SINGAPORE OPENS THIS MONTH

A joint venture between the Singapore Tourism Board (STB), JTC Corporation and Enterprise Singapore, the mall features a retail showcase by Naiise, incubation spaces for local design work and an event area at the rooftop.

With the increased interest towards local products, Design Orchard provides opportunities to profile the best of Singapore talent to develop and grow their brands.

Read more [here](#).

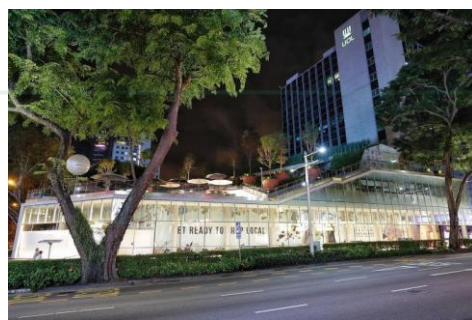


Photo by Straits Times Singapore
Source : Inside Retail Asia, 9 January 2019

EAST JAPAN RAILWAY TO LAUNCH ITS FIRST SHOPPING MALL ABROAD



Atré, a major subsidiary of giant railway operator JR-East will be operating their first overseas mall in Taipei. The mall, which is expected to open this month will house 51 stores, out of which 60% will focus on Japanese brands.

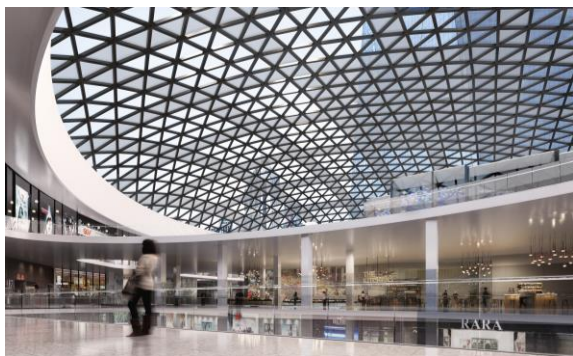
Atré's business includes the development, management and operation of commercial buildings directly connected to train stations, as well as the renovation/remodelling of station buildings for commercial use. Atré is a dominant player with 41 successful stores in the Greater Tokyo Area.

Read more [here](#).

Source : Inside Retail Asia, 21 December 2018

INSTORE @ NTL

MERDEKA @ 118



NTL is the Joint Leasing Agent, working closely with an International Retail Agent for Merdeka @118's 1 million sq ft retail mall. This mixed development by PNB is part of the iconic 118-storey tower. The Park Hyatt is the confirmed hotel operator.

The retail mall is expected to open in Q1 of 2022.

For Leasing enquiries, contact Siti.Zuraidah@ntl.my

ISETAN

The Japan Store



ISETAN The Japan Store was launched in 2016. Currently, NTL has been appointed as the Sole Joint Leasing Agent for the repositioning and leasing of levels 1, 2 and 3.

The new lifestyle store is targeted to relaunch in second half 2019.

For Leasing enquiries, contact evon.lew@ntl.my

PLUS RSA



A member of UEM

NTL; as Retail Consultant to the PLUS RSA rejuvenation project for the Seremban RSA Southbound, has been involved in developing the overall future concept and design. The new design will make the RSA safer, more comfortable, sustainable and customer-oriented with the new value-added retail offerings to delight travellers. On top of it, the new concept provides a fresh look with modern interiors, green technologies and more open spaces that inspire a harmonious balance between form and function for travellers seeking to refresh and reenergise before continuing their journeys.

NTL was appointed as a Project Coordinator and Retail Consultant to conduct a Design Feasibility Study for Seremban RSA (South Bound) and thereafter appointed as their Retail Consultant in developing the Concept and Design of the RSA

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FOR MORE ENQUIRIES:

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