

Making the difference through unrivaled quality and unparalleled service...

Well-recognized for our strength in retail design and fit out in Asia Pacific and the Middle East, we feature the achievements of the group that pushed us to greater heights.

- **Re-making of Singapore's hottest shopping street, Orchard Road** – We completed over 40 specialty stores and eateries at ION ORCHARD, 313 @ somerset, orchard central and Mandarin Gallery, Orchard Road's latest shopping destinations. (pgs 2-5)
- **The Dubai Mall, UAE** – With our expertise in supporting international brands, we provided fit out services to numerous clients at the world's largest mall. (pg 5)
- **Barbie Shanghai Flagship Store, China** – Our Shanghai office collaborated with New York designer, Slade Architecture, by creating custom-made fixtures for this award-winning project. (pg 7)
- **TRUE RELIGION BRAND JEANS, Japan** – Kingsmen Singapore and Japan's first project with TRBJ resulted in a roaring success. (pg 7)
- **Luxury Fashion at Resorts World Sentosa, Singapore** – Working with long-term client Valiram Group, we completed over 10 specialty stores at Singapore's latest luxury shopping haven, Resorts World Sentosa. (back page)

As we continue to accentuate our strengths in interior design, fit out and custom manufacturing, we extend our gratitude to our long-term clients, business partners and every member of the Group who incessantly proved Kingsmen's commitment to quality and service.

- Corporate Communications



Re-making of Orchard Road, Singapore^



THE DUBAI MALL, UAE^



Barbie Shanghai Flagship Store, China^



TRUE RELIGION BRAND JEANS, Japan^



Luxury Fashion at RWS, Singapore^

ION ORCHARD, Singapore



ION ORCHARD brings together the world's leading luxury brands housed within 700,000-sqft of retail space. Kingsmen completed over 25 boutiques and eateries at ION, the latest icon of Orchard Road, located at the heart of Singapore's shopping district.

ION ORCHARD, Singapore



ION ORCHARD

- bebe
- Bershka
- BOTTEGA VENETA
- BOUCHERON
- BURBERRY
- CARAN d'ACHE
- CHAUMET
- GUESS Accessories
- GUSTTIMO DI ROMA
- HARRY WINSTON
- havaianas
- HILFIGER DENIM
- MANGO
- MIMCO
- MIU MIU
- Piaget - cortina watch
- RICHARD MILLE
- RIVER ISLAND
- rubi shoes
- SEPHORA
- STEVE MADDEN
- SWAROVSKI
- SWENSEN'S
- TAG Heuer
- T Bar
- The Soup Spoon
- UNI QLO
- WITCHERY
- YSL

313 @ somerset, Singapore



A fully-integrated retail development at Orchard with over 170 stores, Kingsmen supported leading brands like COTTON ON, ESPRIT, FOREVER 21, HVM, LACOSTE, UNIQLQ and a number of eateries.

orchard central, Singapore



Orchard Road's tallest vertical mall, orchard central offers a unique retail experience for urban shoppers. Kingsmen worked with repeat clients for the design and/or construction of some specialty stores and eateries like Desigual, GUESS Accessories, THE HOUR GLASS and dessert haven, HEAVEN'S LOFT.

Mandarin Gallery, Singapore



Design by Team HC; Boutique managed by Sincere Fine Watches

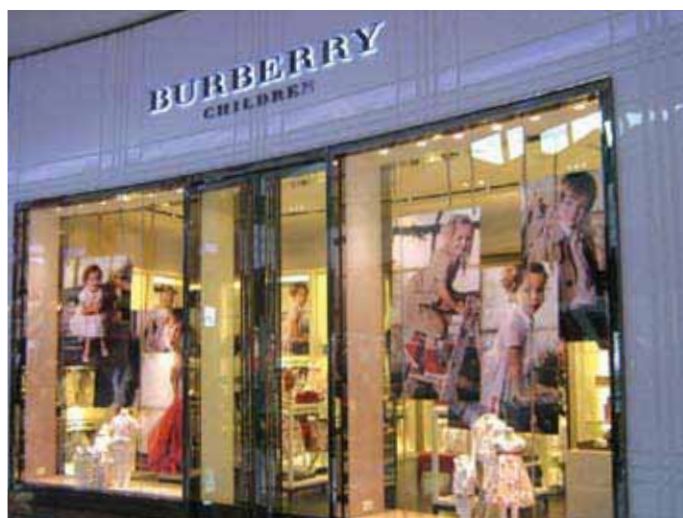


Located at Singapore's premier shopping belt, Mandarin Gallery is one of Orchard Road's new gems offering iconic branded boutiques and dining hangouts. Kingsmen created enthralling retail boutiques for brands like adidas & TaylorMade, Bell & Ross, CVSTOS, HENRY COTTON's, Samsonite and S.T. Dupont.

THE DUBAI MALL, UAE



Props by Etoile & FITRA; Construction by Kingsmen



Kingsmen Middle East collaborated with some of the world's leading fashion brands for the much-anticipated DUBAI MALL, the largest mall in the world which opened in November 2009.

Universal Studios Singapore™



Kingsmen designed and fabricated over 15,000-sqft. of themed retail stores. Working closely with the client and international theme park design experts, we created experiential spaces that entertain shoppers, taking them directly "into" the movies, for a fun and rewarding time.

Barbie Shanghai Flagship Store, China



Mattel's Barbie opened her first flagship store in Shanghai. The winner of five international design awards in the US, the store was designed by New York-based Slade Architecture, while Chute Gerdeman Retail created the Barbie Design Center and Fashion Runway Show. Kingsmen Shanghai created custom-made fixtures to complete the ultimate Barbie experience.

TRUE RELIGION BRAND JEANS, Japan



American premium clothing line, TRUE RELIGION BRAND JEANS (TRBJ), opened a new branded outlet store in Ibaraki Pref, Japan. The 2,350-sqft. space offers a range for men, women and kids, including tees, jeans and sportswear. This first collaboration with TRBJ was realized through the successful partnership between Singapore and Japan offices.



retail environment

ESCADA, Vietnam



ESCADA's new boutique in Ho Chi Minh City Vietnam exudes the timeless elegance of the brand. Built by Kingsmen in just over two months, the boutique is clad in earth colors with simple, stylish fixtures to highlight the vibrancy of the luxurious collection.

RAOUL, Singapore



Seven years after the launch of their own label, RAOUL, FJ Benjamin decided to give its stores a whole new look with a more dynamic, contemporary and comfortable boutique environment. Designed and built by Kingsmen, the interior is simple, bright and fuss-free with light fixtures to draw shoppers' attention to the collection on display.

IWC, Hong Kong



Luxury watch brand, IWC's boutique at the Hong Kong International Airport was fitted out by our Hong Kong office. The new store is elegant with a sophisticated look and feel.

Tiffany & Co., China



Plaza 66, Shanghai, China



Mixc Mall, Shenzhen, China

Over the years, we have consistently extended our project management and fit out services to execute a luxurious shopping experience for Tiffany & Co. customers. Last year alone, Kingsmen successfully completed three stores in China and one in Hong Kong.

SWAROVSKI, Japan



Since 2008, Kingsmen has partnered with specialty crystal manufacturer, SWAROVSKI, to roll-out their new "Crystal Forest" retail concept in Australia, Hong Kong, Japan, Singapore and Vietnam.



ALDO, Asia, Canada, Middle East, UK and USA



Through our extensive knowledge in providing total fixture solutions, Kingsmen was appointed by ALDO to fabricate and export its store fixtures across the region, as well as in Canada, UK, USA and the Middle East. As a part of this fixture roll-out, our Vietnam office locally-produced ALDO's stylish, simple and effective fixtures in line with the client's global CI standards.

NINE WEST, Vietnam



The new NINE WEST boutique is noticeably simple yet elegant to emphasize the wide range of shoes on display. Careful attention was given to space organization and materials, creating a lifestyle experience that guides visitors around the shop. The project is the first and latest "black & white" store concept in Vietnam.

Hush Puppies, Indonesia



Kingsmen Indonesia fitted out the 1,500-sqft. store of famous American footwear, Hush Puppies. Known for its relaxed and easy going style, the new Hush Puppies store at Pluit Village, Jakarta possesses a contemporary and clean design that features colors and materials inspired by the company's iconic dog image. This includes wall finishing and fixtures in colors of brown, gray and white.

Kate Spade New York, South Korea



Kingsmen Korea collaborated with Taejin International for Kate Spade New York's debut in Seoul. Our Korea team provided turnkey services from design support to project management and construction. With a limited floor area of 320-sqft., the store's wall fixtures and vintage furniture were efficiently designed and arranged to display Kate Spade New York's classic range of merchandise attractively.

FENDI, South Korea



Inspired by the original design from Peter Marino, Kingsmen Korea provided design, project management and fabrication services to FENDI's new boutique at AK Coex DFS in Seoul. The new boutique showcases FENDI's stylish collection in a contemporary space using traditional materials, such as travertine stone. Through Kingsmen Korea's meticulous planning and production, the project was completed intune with FENDI's high expectations.



NOKIA, India



Our India office was commissioned to provide design support, project management and fit-out services to the world's leading mobile giant, NOKIA. To date, Kingsmen India has completed over 500 NOKIA Care stores.

Kent Smoking Lounge at Kansai International Airport, Japan



Following the successful completion of multiple projects with British American Tobacco (BAT) Japan, our Tokyo office extended project management services while Osaka office provided construction services to BAT's Kent Smoking Lounge at Kansai International Airport. Mirroring the original design in Cape Town, the lounge offers a comfortable and welcoming refuge for travelers.

International Convention Center Jeju, South Korea



Global advertising company, TBWA, commissioned Kingsmen Korea to fabricate the main lobby, VIP, conference and meeting rooms of International Convention Center Jeju. With large scale events in the pipeline, the project demanded detailed and meticulous construction skills, ensuring quality every step of the way. With Kingsmen Korea's expertise, the project was completed on time and in accordance with TBWA's stringent requirements.

Hard Rock Café, Thailand & Vietnam



Ho Chi Minh City, Vietnam



Phuket, Thailand



Phuket, Thailand

Following the success of Lobby Courtyard and numerous Kids World projects, our Thailand office collaborated once again with Destination Properties to bring Hard Rock Café to Phuket. The featured world-famous Hard Rock memorabilia collection honored stars like Madonna, Jewel, Elvis Presley, KISS and Guns 'N' Roses. Our Vietnam office, on the other hand, was appointed to fit-out the Rock Shop at Vietnam's first Hard Rock Café. The retail shop features limited edition merchandise like pins and tees.

Coffee Bean & Tea Leaf, Vietnam



Specialty coffee retailer, Coffee Bean & Tea Leaf's shop exudes an invigorating ambiance that complements the taste and aroma of fine gourmet coffees. Constructed by Kingsmen Vietnam, the store's warm concealed lighting, brass counter, dark wood finishing combined with background music creates the perfect place for coffee lovers.

NYDC, Vietnam



New York Dessert Café, better known as NYDC, opened another outlet in HCMC, Vietnam. Working with our Vietnam office on fixture fabrication and fit-out, the newly opened eatery is decorated in New York motifs, offering a fun and personal environment through the use of artistic wall décors and cozy dining furniture.

British Dispensary, Thailand



The new British Dispensary corporate office in Thailand was designed to inspire and provide a comfortable working environment to its 120 staff. With this in mind, our Thailand office transformed the 14,000-sqft space into a cozy workplace combining style and functionality with clever space planning, creating an inspiring ambience not only for staff but also for clients.

MATRADE and MIDA, Thailand



Kingsmen Thailand was commissioned to provide turnkey services for MATRADE and MIDA's office in Bangkok, bringing contemporary Malaysia to Thailand. The office, designed to be welcoming and client-friendly, is complemented by comfortable working spaces and conducive meeting suites.

YAHOO! Vietnam



Kingsmen Vietnam customized office fixtures to re-create YAHOO!'s fun and funky work environment concept found in other Yahoo! offices globally. The space is highlighted with splashes of purple, the company's corporate color.

Regional Conference 2009



To keep abreast with the latest trends in the industry, Kingsmen holds an Annual Regional Conference attended by Senior Designers and Project Teams from all Kingsmen offices around the region. The two-week conference kicked-off with the semi-annual Directors Conference, followed by Design Competition, OBS Training, Accountants Conference and Senior Managers Conference.

Kingsmen Ambassador Awards 2009

Congratulations to the recipients of this year's Ambassador Awards! Into its 7th year, four individuals and one team awards were given out during Kingsmen's Annual Dinner and Dance held at Shangri-La Hotel Singapore on 18 December 2009. The individual awardees were selected based on their exceptional service and work performance. The team award, on the other hand, was presented to Design Studio and Interiors Division for winning the 2009 challenge.



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PT Kingsmen
Indonesia



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Kingsmen
Projects Pte Ltd



Sorada Thamprakob
Kingsmen
C.M.T.I. Co., Ltd.



Supattra Ongkaew
Kingsmen
C.M.T.I. Co., Ltd



Team Award
Design Studio &
Interiors Division

Kingsmen Safety @ Work

At Kingsmen, the safety of our workers and staff are of the highest importance. With this in mind, more than 50 staff attended the Building Construction Safety Course conducted exclusively at Kingsmen Creative Centre. At the end of the course, the participants are equipped with the necessary knowledge and skills to ensure all potential dangerous/hazardous events are eliminated and prevented, making the workplace a safe environment to work in.



Kingsmen Launches Service Differentiation Programme

Together with SHATEC Institute, Kingsmen launched the Service Differentiation programme to inculcate a quality and service driven culture to its staff. The program comprises of expandable segments which can be customized for Kingsmen's regional offices. This quality service course was tailored according to Kingsmen's shared philosophy and service culture initiated by our founders more than three decades ago.

Luxury Fashion at Resorts World Sentosa, Singapore



With our more than three decades of experience in luxe retail fit-out, Kingsmen was commissioned by the Valiram Group to design and/or fit-out over 10 stores at the luxury retail esplanade of Resorts World Sentosa located along the linkway connecting Festive Hotel, Hotel Michael and Crockfords Tower.

Our works included supporting debuting brands like VICTORIA'S SECRET and CANALI as well as the SWISS WATCH GALLERY which brought together a host of fine Swiss watch brands under one roof, and VIE Beauty, a modern cult beauty chain which retailing all major fragrance and cosmetics brands.

Kingsmen's partnership with the Valiram Group started over 10 years ago when we designed and fitted out the Flying Emporium at the Kuala Lumpur International Airport.



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