

A steadfast commitment to innovative designs & cost-effective solutions...

...since our inception more than three decades ago, we have constantly strived to keep pace with the growing demands of the industry. Through innovative designs, cost-efficient roll-out solutions & an unparalleled after-sales service, we continue to make a difference.

Here are some of our major projects that showcase our capabilities:

- **Hublot, Malaysia** - leveraging on our vast experience in working with high-end boutiques, we designed & fitted-out the first Hublot boutique at Starhill, Kuala Lumpur. (pg 2)
- **FJ Benjamin, Singapore** - we continued to provide design & fit-out services to our long term client, this time for their new corporate office at Science Park. (pg 3)
- **SWAROVSKI, Hong Kong** - we were commissioned to fit-out a number of SWAROVSKI stores in Singapore, Hong Kong & Australia. (pg 4)
- **Chanel Watch & Fine Jewellery, Singapore** - continuing our relationship with one of the world's best known brand, we were appointed to fit-out its first standalone Chanel Watch & Fine Jewellery boutique in Asia. (pg 5)
- **Kids World, Thailand** - the design for Kids World at Phuket received Outstanding Merit at the 2009 Retail Design Awards in USA. (back page)

This compilation of works is dedicated to our clients, suppliers & business partners who work with us to consistently deliver Kingsmen's promise of excellence. Thank you for another successful year!

corporate communications



Clockwise from top:

Hublot, Malaysia
FJ Benjamin, Singapore
SWAROVSKI, Hong Kong
Chanel Watch & Fine Jewellery, Singapore
Kids World, Thailand

Hublot, Malaysia



Hublot's newest luxury watch boutique reflects the daring & cutting-edge design of its watches. The store's facade, made from polished steel, glass & wood in black paint finish highlights the brand imagery & Hublot's latest collection of 21st century watches. Inside, stylish fixtures & furniture showcase the brand's impressive array of watches, with spaces that include a bar & lounge to enhance the overall shopping experience.



FJ Benjamin, Singapore



The interior architecture of the new FJ Benjamin office reflects the retail culture of the brand with its young & dynamic work force. Upon entry, one will be greeted with a refreshingly clean & linear design, enhanced by bright-colored furniture. The executive offices were designed to be at the central core, while the other divisions flank these offices equally on both sides. The rest of the space was transformed into an inviting breakout hub to encourage interaction among the staff.



BMW, Singapore



Challenged to transform a typical showroom into an enthralling experience, Kingsmen created an iconic landmark that balances form & function to encapsulate the alluring values of the brand, going beyond the expectations of BMW customers. The five-storey building houses two levels of car showrooms, two levels of corporate offices & an event space at the rooftop.

SWAROVSKI, Hong Kong



Inspired by the theme "Crystal Forest", Swarovski's new retail store design is simply impressive. Its sleek luxurious ambience harmoniously accentuates the brilliance of every crystal masterpiece. With expertise in fixture production & roll-out, Kingsmen was commissioned to fit-out a number of Swarovski retail stores in Singapore, Hong Kong & Australia, adopting the new concept by Tokujin Yoshioka.

Chanel Watch & Fine Jewellery, Singapore



Designed by award-winning architect Peter Marino, the newly-opened Chanel Watch & Fine Jewellery boutique exudes luxury & sophistication at its finest. The first standalone boutique in Southeast Asia features custom-made chandeliers, a marble & crystal fireplace and private nooks for VIP viewing of the collection.

TAG Heuer, Russia & Hungary



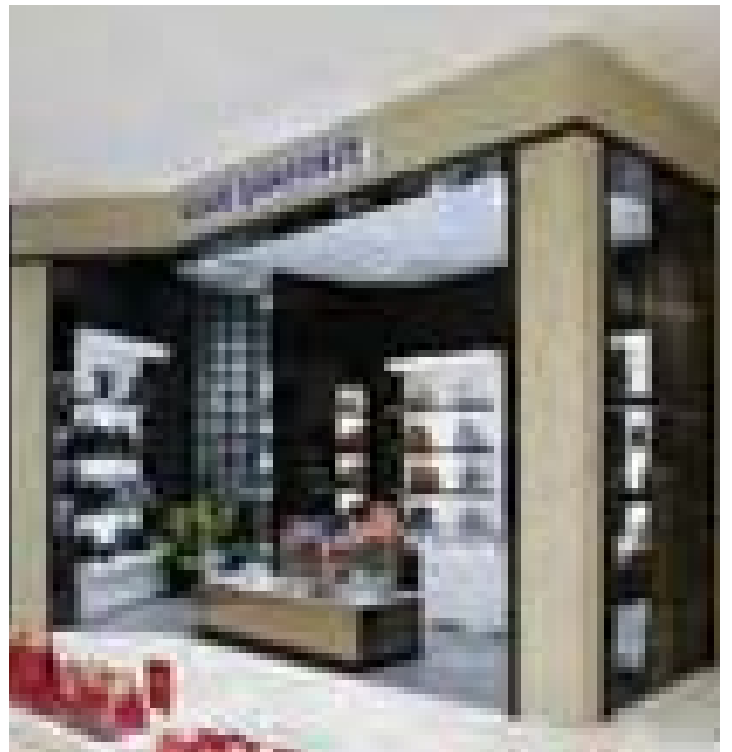
The avant-garde philosophy that has driven TAG Heuer for the past 150 years also includes a unique shopping experience that strikes consumers by its consistency with the TAG Heuer's unique & aspirational brand DNA. The latest openings in Moscow, Yekaterinburg & Budapest will give the opportunity to the Russian & Hungarian consumers to experience the brand & discover its entire product range from time pieces, eyewear... to avant-garde communication instruments.

Tiffany & Co., Singapore



Subsequent to fitting-out Tiffany & Co.'s Singapore boutique in 2002, Kingsmen was again commissioned to do a facelift to its flagship boutique at Ngee Ann City. Kingsmen's long-term relationship with Tiffany & Co. began in 2001 in Beijing. Since then, Kingsmen has also fitted-out the brand's boutiques in Hong Kong, Malaysia, Singapore & Shanghai.

Louis Quatorze, South Korea



Since 2006, Kingsmen has collaborated with Taejin International to design & fit-out Louis Quatorze boutiques in the region. The latest design of the new Louis Quatorze boutique at Shinsegae Centum City combines simplicity, sophistication & modernity to create an appealing atmosphere for shoppers.

Diane Von Furstenberg, Indonesia



Kingsmen collaborated with PT Graha Lifestyle to open Diane Von Furstenberg's second boutique in Indonesia. The boutique's off-white facade & interior serves as a complementary match to the bright-colored collection on display.

Etro, China



Bright, bold & visually daring. Italian fashion house Etro's second boutique in Shanghai is clad in luxuriant black finishing & ultra transparent glass, drawing customers' attention to the colorful collection on display.

Kate Spade, Indonesia



Kate Spade's new store at Plaza Senayan, Indonesia showcases clean lines & an uncomplicated interior, typically seen in Kate Spade handbags. The understated elegance of the interior accentuates the classic appeal of the brand's range of handbags, clothing & other accessories.

Esprit, Asia, Middle East & South Africa



Kingsmen has been working with this world-renowned brand for over five years, providing design & fit-out services. The Esprit lifestyle concept is presented in detail at new Esprit stores in various parts of Asia, Middle East & South Africa. The relaxed atmosphere combined with the spacious product presentation creates an enjoyable shopping experience.

Billabong, Hong Kong



Kingsmen provided project management & construction services to new client, Billabong at its newest store in New Town Plaza. The store's interior features stylish wood & metallic furniture, huge graphic prints on the walls & subtle lighting, giving shoppers a carefree & stress-free retail experience.

Ipa-Nima, Vietnam



Designed & fitted-out by Kingsmen, the Ipa-Nima flagship store at Dong Khoi, Vietnam is undeniably an eye-catcher. With its magenta-colored walls padded in velvet & black marble flooring, combined with its intricately-designed bags & accessories, the store has become a "must-stop" for the stylish.

Cotton On, Singapore & Hong Kong



Famous for its fast-paced, cutting edge street wear for girls & guys at insane, affordable prices, the new Cotton On shop in Hong Kong provides a cool, casual & relaxed shopping experience for the brand's fanatics. The store's earth colors provide a non-intimidating atmosphere to welcome every customer to experience the brand. The project is Kingsmen's first collaboration with the Australian retail giant.

Samsonite, Singapore



The Samsonite store at Plaza Singapura reaches out to the well-travelled with its display islands, store displays & fittings in black & dark brown laminates, resulting in a classic yet urbane look & feel.

Cold Wear, Singapore



Cold Wear worked with Kingsmen to develop a new store concept to meet the growing demands of globetrotting customers. This entirely new makeover resulted in a refreshed identity that is both inviting & contemporary.



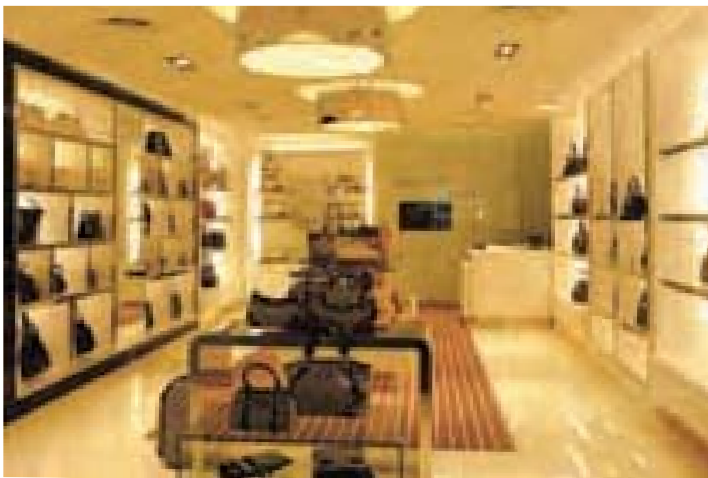
service retail / travel retail

Singapore Post, Singapore



New client Singapore Post, engaged Kingsmen to develop a new concept that would enhance the company's brand identity & provide a one-stop centre for postal services. Its new Tanglin Post Centre accomplishes that by offering SingPost's wide range of services in a more welcoming & comfortable environment, enhancing its service level to customers.

Sembonia, Singapore



For over 30 years, Kingsmen has been the leader in providing design & construction services for retailers in airports worldwide. Adding to Kingsmen's long list of clients was the first Sembonia store at Singapore's Changi Airport.

Lacoste, Singapore



Lacoste, one of the world's leading apparel brands, opened its latest store at the Singapore Changi Airport Terminal 3. Similar to other Lacoste stores worldwide, the new boutique is clad in curved, white furniture & fixtures to emphasize the brand values of reception, comfort, elegance & sobriety.

Matahari Department Store, Indonesia



The more than 10,900-sqft. cosmetic section of Matahari Department Store was designed to exude a modern, classy & sophisticated feel through the clever use of materials & lighting.

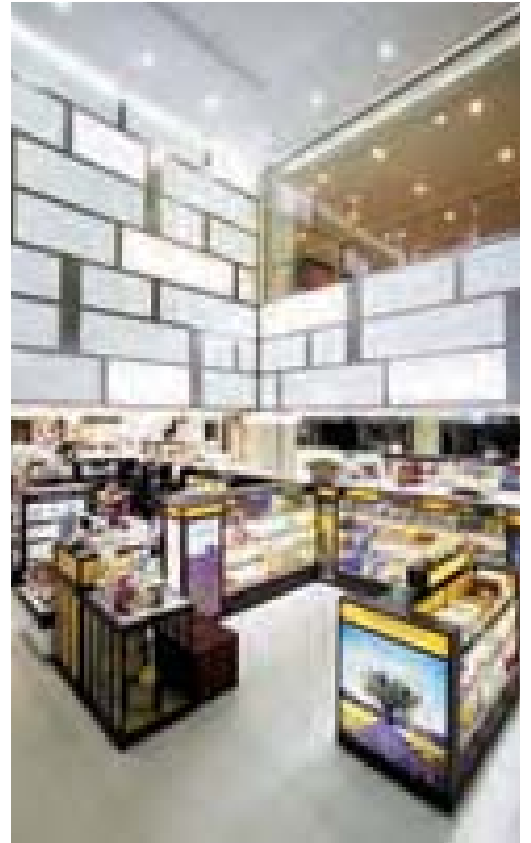
Sephora, Singapore



The first Southeast Asia Sephora store was launched at Ngee Ann City Singapore. The 3,200-sqft. store is a haven for more than 100 brands ranging from skin care to fragrances and body & hair care. The store's fixtures were designed to be modular, to give the various cosmetic brands the flexibility to change them according to their needs.

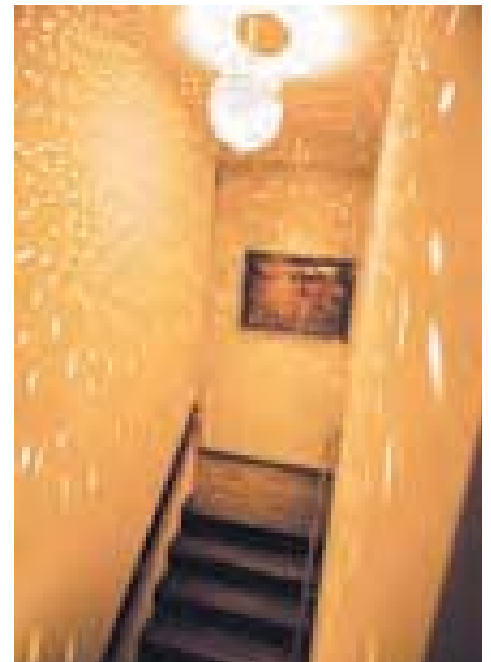


AK Duty Free, South Korea



Based on the theme "Star & Star Life", Kingsmen designed & constructed the AK Duty Free shop cosmetics & perfumes section at Incheon International Airport. The ellipse ceiling lighting, parallel to the patterned marble floor lead customers around the area to induce purchase. A private powder room was also created to make the customer feel special.

Soul Dressing, Japan



Who would imagine that the double-storey, stylish restaurant at downtown Tokyo used to be a warehouse? Soul Dressing was designed by Kingsmen to provide customers a chic place to unwind while enjoying good food. The stone feature wall flows through to the interior of the restaurant. Warm lighting was used to create a cozy & relaxing atmosphere.

Sharjah Museums, UAE



Kingsmen was appointed to design, fabricate & fit-out the cafés & shops of Archaeology, Aquarium & Natural History museums by the Sharjah Museums Department, Government of Sharjah. The design extended the museums' theme into the retail store & F&B areas through design elements that were found inside the museum.

Apple Shop, Asia



With one of the largest production facilities in Asia, Kingsmen is able to support a seamless production process in line with global standards. Through the Group's expertise in manufacturing & roll-out management, Kingsmen was able to produce & install Apple shops in various parts of Asia.

Hyundai, Asia Pacific



Kingsmen collaborated with Innocean to develop & implement a new global SI for Hyundai Motor Company in various Asian cities. Leveraging on the Group's strength & vast experience in roll-out solutions, the entire process of project management to fabrication, logistics management & installation were carried-out efficiently, on time & in accordance with client's specifications.

DBS, Singapore



For over five years, Kingsmen has been fitting-out selected branches of DBS & POSB banks in Singapore & Indonesia. For the second time, Kingsmen supported DBS in creating a priority banking centre for its preferred clients. DBS Asia Treasures is an exclusive banking experience in a luxurious environment offering a full suite of banking services. In 2007, Kingsmen also fitted out the DBS office at Shenton Way.

Standard Chartered Bank, Vietnam



Embracing the client's vision, Kingsmen used SCB's corporate colors as the main color theme for its interior, while tasteful & lifestyle-oriented graphics were adopted to project the bank's vision & products. The result was a professional yet warm & friendly banking environment.

Enhancing our capabilities - developing our people



The 2008 Regional Senior Managers Conference was held in Bintan from 24-26 August. A total of 53 delegates from 16 offices attended the three-day forum which focused on leadership development. The highlight of the conference was a workshop specially-designed to give delegates essential leadership competencies to get extraordinary things done.

This year's summer Regional Conferences also saw the inaugural Regional Accountants Meeting, a gathering of accountants from Kingsmen offices to discuss critical accounting matters. Kingsmen's Annual Regional Conference brings together key people from all offices to network & discuss ways to enhance our services.

Moving One Step Higher

Kingsmen Creatives Ltd was upgraded to the Mainboard of the Singapore Exchange. Since being listed in 2003, Kingsmen has been working hard to grow the business & establish itself as the leading communications design & production company in Asia Pacific & the Middle East. Moving forward, the company plans to devote more resources to develop new businesses in North Asia, the Middle East & India.

Kingsmen Ambassador Awards 2008

Five individual awards & one team award were given out at the 2008 Kingsmen Ambassador Awards. The awarding was held at Pan Pacific Singapore in December during the company's Annual Dinner & Dance. Kudos to all the winners!



Chris Luk
Kingsmen
Hong Kong



Chua Peng Nam
Kingsmen
Singapore



Diana Yuliani
Kingsmen
Indonesia



Fauziah Hj Mohammad
Kingsmen
Malaysia



Tracy Peh
Kingsmen
Singapore



Sherwin Crisostomo
for Kingsmen
Design Studio

Kingsmen receives third award from ARE



For the third consecutive year, Kingsmen was awarded Outstanding Merit at one of the most prestigious Retail Design Awards in USA. The annual design competition is organized by the Association of Retail Environments. MINI Habitat, Singapore received the Outstanding Merit in 2007 under the Hardline Specialty Store category, while Robinsons, Malaysia was in 2008 under the Department Store category. Congratulations to the design team!



highlights

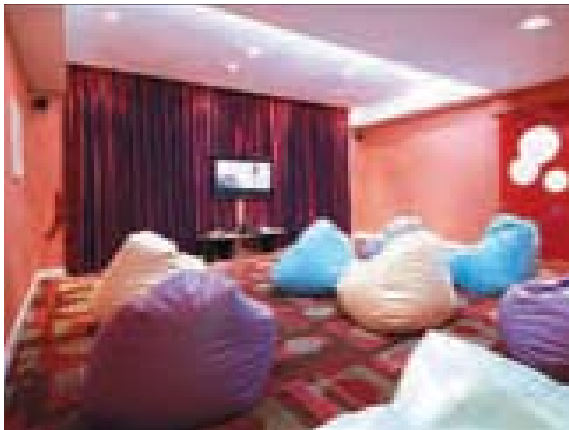
Kids World, Thailand

Award Winning Design



Kids World is designed to help families discover fun & exciting activities together. Intelligent planning of the 2,600-sqft. space allowed designers to maximize space, allowing kids to climb into private spaces outfitted with bright-red "chairs", LCD monitors & bean bags. It also has a pool table for teens & a comfortable waiting area for parents. Materials like wood, stones, vinyl, & laminate were incorporated to provide the space with bright colors, yet keep it modern & different from the typical playground.

Kingsmen provided turnkey services from conceptualization, design, project management, production & fit-out. Kingsmen received Outstanding Merit for Kids World at the 2009 Retail Design Awards in Las Vegas, USA, one of the few Asian companies to receive the prestigious award.



Kingsmen

A communications design and production group in Asia Pacific

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