FOR IMMEDIATE RELEASE

NOMADX: A RETAIL ADVENTURELAND

Explore new concepts and the first physical outlets of major online retailers at this uniquely curated multi-label store infused with the latest retail technologies

Singapore, 23 October 2018 – Launching just in time for your Christmas and New Year shopping sprees, NomadX opens its doors in November with an exciting line-up of 17 brands offering new-to-market merchandise and unique experiences across beauty, fashion, technology and F&B. Occupying 11,000 square feet across two levels of Plaza Singapura, NomadX offers an ever-changing retail experience, never boring. As Singapore’s first “phygital” multi-label concept store, NomadX enriches the physical space with a digital layer of tech-enabled customer experience. Shoppers will enjoy a gamified onboarding process, automated store assistance such as smart mirrors and interactive product walls, as well as fully cashless payment experience.

NomadX Exclusives

True to its mission of integrating online with the offline, NomadX will house the first physical outlets in Singapore for notable online retailers. These include ecommerce giant Alibaba’s Taobao; clothing rental service provider Style Theory; fragrance design and mixology label Oo La Lab; and F&B brands teapasar and By Peapods. In addition, look forward to an amazing array of new-to-market NomadX exclusives from fashion brands such as Karl Lagerfeld in partnership with Robinsons, and homegrown label evenodd. Renowned beauty brands L’oreal and Amorepacific, as well as F&B brands BIZEN Wagyu Steakhouse by Aston Soon, Coco & Frank are also setting up shop at NomadX.
NomadX Experience

To enjoy the full NomadX experience, opt to partake in a gamification process to identify the NomadX tribe profile that you relate to the most. Based on your preferences, you will receive product and deal recommendations and shop discovery routes customised to your tribe characteristics. The tribes are Sea, Mountain, Forest and Wind (detailed characteristics) that correspond to four shopper profiles: The Enigmatic Shopper, The Conquer-It-All Shopper, the Love-the-Earth Shopper and the Live-It-Up Shopper, respectively.

NomadX will change the way you shop! Engage with multi-touch “techtile” product visual merchandising showcases with projections that display digital product and brand content, equipped with QR code features that you can scan to help you make your shopping decisions and complete your purchases.

Leave your wallets at home when you’re shopping at NomadX! The cashless system enables you to make e-payment such as via the CapitaStar app with American Express Cards and NetsPay, seamlessly connecting your online and offline shopping experience from product education, recommendations, payment and loyalty rewards.

In celebration of NomadX’s opening, the first 300 American Express card members who charge $150 to their American Express Cards via StarPay will be rewarded with 20,000 STAR$. The first 400 non-cardmembers who spend a minimum of $150 at NomadX will receive 10,000 STAR$. The promotions run from 9 November to 30 November 2018 (Terms and Conditions apply).


High res images can be found here: https://drive.google.com/drive/folders/1DnOZeqtvFWDgUTsK-DOh7Vj-wcJ77oGQ?usp=sharing

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Plaza Singapura #01-67 / #03-65 to 69
Opening Hours: 10:00am – 10:00pm daily
Instagram: @NomadXsg
ANNEX A: NomadX Exclusives

Fashion

Add a Klassik spin on your wardrobe with Karl Lagerfeld’s Pins collection bags and accessories exclusive to NomadX. A playful approach to luxury, this collection is scattered with gleaming silver-toned pins that represent the world of Karl Lagerfeld. The sleek designs come in a mix of smooth leather and bouclé tweed with hints of lurex for added sparkle.

K/Klassik Pins Mini Bucket Bag ($699), Modal Cashmere Printed Scarf ($199), K/Klassik Pins Pouch ($399), Kupsole Souvenir Pin Slip On ($319)

Miss Selfridge is making a comeback with an offline store at NomadX. Be ready to fill your wardrobe with sparkle, shimmer and stacks of gorgeous day & night wear. Shop the fabulous variety from glamorous dresses to party outfits now!

Miss Selfridge collection

Rêvolte, a premium Singapore fashion label is launching Mlouye, the it-bag brand from Turkey. Exclusively available at NomadX, crafted in quality cow leather with cotton twill lining, Mlouye’s structured designs are aesthetically faultless and exceptionally functional.

Mlouye bags
Local fashion rental subscription service, Style Theory, is setting up their first offline presence featuring the Smart Wardrobe of the Future at Nomadx. Smart mirrors enhancements and fashion advisors will offer sizing and styling recommendations that are seamlessly delivered to your phone via the mobile app. At Style Theory, one can also browse and try on designer pieces from a continuously refreshed and rotating selection of everyday styles and sizes from work to weekend. New subscribers at Nomadx will also receive $30 off their first month of subscription.

Digital Fashion Week (DFW) expands its business repertoire to include a retail arm that caters to both men and women. The DFW store multi-label boutique makes its offline debut with streetwear labels, Thrasher, Good Worth, Made in Paradise, Mora 1962, and Vincenzo de Lauziers.

Singapore ready-to-wear menswear and womenswear label evenodd was established in 2011. Taking inspiration from the prim and proper and reinterpreting ideas with a contemporary twist, evenodd will establish its first menswear and womenswear flagship store, complemented by its in-house accessories label TAKE-OUT BAGS, at NomadX. Driven by the desire to take Singapore’s menswear to new heights, designer Samuel Wong will present the label’s brand-new look and identity at NomadX.

Beauty
Shoppers can craft their own scent at homegrown fragrance design and mixology label, Oo La Lab’s first-ever specialty store on level one, through an educational and interactive digital process aided by RFID tags and interactive displays. Also scent partner for NomadX, Oo La Lab has specially concocted a NomadX scent that rouses a fresh sense of awakening, and awe.
Play chemist in the comforts of your own home with the eponymous Eau de Parfum Oo La Lab Mixology Kit which will be launched at NomadX. Oo La Lab’s signature scented candles will be available in giant 500g and 1kg sizes only at NomadX. Shoppers can also exclusively purchase 27 fragrance notes to a single notes in 8ml spray vials or select 7 fragrances notes in a Gift Set for your layering experiments. In celebration of the festive season, Oo La Lab will also be offering festive fragrances (for candle and Eau de Parfum) at NomadX until 31st December 2018.

Oo La Lab’s soy beeswax candle, reed diffuser, bottled Eau de Parfum and Gift Sets

Beauty aficionados will delight in the offerings at NomadX. Popular Korean beauty and skincare brand Mamonde promises to nurture and enhance your natural beauty with their range of skincare and beauty products.

Mamonde flower toner series

Franco-Korean brand JOWAÉ also promises to restore the natural harmony of your skin with their range of unique products which combines Asian medicinal plants with French skincare technology to create the best-of-both-worlds in skincare.

Jowaé Micellar Cleansing Water & Youth Concentrated Complexion Serum (Star Product)
L’ORÉAL will be launching their first experiential store with the **Derma Center** that will house three premium dermatological brands, La Roche-Posay, Vichy and SkinCeuticals that promises to address your beauty needs even for the most sensitive skin with clinically proven remedies steeped in heritage.

![Derma Center: La Roche-Posay’s Effaclar Duo+] / Vichy’s Mineral 89 / SkinCeuticals’s Serum 10

Technology factors greatly at NomadX not only through proprietary technology within the phygital space but in product offerings as well. For the latest in Korean beauty technology, **By Peapods** offers Singapore’s first ‘CF Magic Mask’ exclusive at NomadX. Address your beauty woes such as acne scars, redness and blemishes and regenerate your skin with daily facial LED light therapy at home. Also available are Spatulaworks natural skincare products. These products contain no alcohol, no synthetic surfactant, and formulations are customised fresh every month for Singapore.

![CF Magic Mask]

**Technology and Lifestyle**

Technology giant Alibaba Group launches its first new-retail concept store in Singapore at NomadX with a focus on online-offline commerce convergence. Step into the Taobao Home showcase and be inspired by the latest trending home and living product offerings for your home décor revamp in the new year.

Shoppers seeking to unwind can kick back and relax with a cuppa Nespresso or gin at the American Express experiential lounge on Level 1 of NomadX. **American Express** is the Official Card Partner of NomadX.

6
The first-ever JBL store in Singapore will be launched at NomadX and is equipped with the full range of JBL products with Google Assistant built-in. The voice-activated speakers – JBL LINK 10, LINK 20, LINK 300, and LINK 500 – are Wi-Fi and Bluetooth enabled, designed to deliver amazing stereo sound with deep bass and clear highs for a multi-room listening experience. Also, featuring the wireless over-ear headphones – Everest 710GA – users can simply get help from their Google Assistant using the inline remote control or touch sensors on the earcup and take control of their music experience using their voice and receive notifications without glancing at their phones.

Launching at NomadX, BIZEN Okayama Waygu Steakhouse is the newest wagyu steakhouse concept by serial foodpreneur, Aston Soon. Savour 100% imported waygu from Okayama prefecture, Japan for a truly satiating meal in a fine dining ambience at out of this world pricing and value with Wagyu steaks starting at only $18.90+. From wagyu steak to Iberico pork and other meats, BIZEN offers a must-have dining experience for everyone. Apart from steaks, our menu also includes popular steakhouse classics with a Japanese touch.
COCO & FRANK’s handcrafted signature 100% oatmeal (flourless) cookies or eggless butter cookies in a variety of flavours which are preservative free and all-natural.

Earl Grey Eggless Butter Cookies & assorted cookies and nutty bars by COCO & FRANK

Fresh off their launch at Singapore Tea Festival, teapasar is introducing its first offline interactive experience at NomadX with over 300 different teas from both local and international brands and plantations. Powered by teapasar’s ProfilePrint technology, Shoppers will be able to sample teas recommended to them based on their taste preferences, and iterate and perfect their preferences before finally purchasing online and collecting their items immediately.
From millennials, working adults to young families, there is never a better time than now to embark on a shop-venture. With everything that is in store at NomadX, come prepared to have your spirits, bellies and hearts satisfied!
ANNEX B: NomadX Tribe Characteristics

**SEA TRIBE**
*The Enigmatic Shopper*

**Personality:**
- Trendsetting
- Charismatic
- Experimental

**Shopping Recommendations:**
- Trending
- Latest
- New Concept Products

Members of this tribe seek new, unique experiences that celebrate individuality. They love surprises and do not like to be tied down - you’ll catch them rocking the season’s trending styles.

**MOUNTAIN TRIBE**
*The Conquer-It-All Shopper*

**Personality:**
- Determined
- Sophisticated
- Resilient

**Shopping Recommendations:**
- Premium Quality
- High-end
- Form meets Function

These members are conquerors of life’s peaks. They do not believe in settling – impeccable quality is of utmost priority. Sophisticated and savvy, they are dressed in the best that the world has to offer.

**FOREST TRIBE**
*The Love-The-Earth Shopper*

**Personality:**
- Intuitive
- Down-to-earth
- Easy-going

**Shopping Recommendations:**
- Eco-conscious
- Natural Materials
- Timeless Classics

This tribe loves nature and all things natural. Raw, organic and authentic experiences are what they seek. The stories behind what they consume matter. For them, eco-consciousness is the way forward for a better world.

**WIND TRIBE**
*The Live-It-Up Shopper*

**Personality:**
- Passionate
- Spontaneous
- Sociable

**Shopping Recommendations:**
- Collaborations
- Sensory-Engaging
- Form over Function

This tribe loves spur-of-the moment decisions and connecting with kindred. They put their hearts and souls into all that they pursue. Living fiercely with a passion, you’ll catch them making fashionable strides with their tribe.