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NEWS RELEASE

CapitaLand premieres first shoppertainment live show in Singapore

Singapore, 22 July 2020 – Following the successful launch of ecommerce platform [eCapitaMall](#) and food ordering platform [Capita3Eats](#) last month, CapitaLand is proud to present its first shoppertainment live show in Singapore. Titled “**CapitaStar Live SG: Flight 24/7**”, the show brings together well-loved media personalities in a variety show format, and showcases exclusive not-to-be-missed deals from more than 50 participating brands in CapitaLand malls. The three-day six-hour livestream extravaganza will be premiering from 31 July to 2 August 2020, 8pm to 10pm daily.



Mr Chris Chong, Managing Director, Retail, CapitaLand Singapore, said: “CapitaLand is constantly pushing the boundaries of retail with innovative offerings. The shoppertainment live show format of ‘CapitaStar Live SG: Flight 24/7’ extends the social experience of shopping in our malls to living rooms, providing our shoppers with the opportunity to share plenty of fun and laughter with their families and friends online, while making use of our twin digital platforms eCapitaMall and Capita3Eats to enjoy attractive shopping deals and rewards. As CapitaLand ramps up our 24/7 omnichannel retail platforms, we will continue to provide fresh and engaging content to entertain our shoppers while driving sales to our partners in our retail ecosystem.”

Viewers can tune in to “[CapitaStar Live SG: Flight 24/7](#)” via the [CapitaStar App](#) and CapitaLand Malls [Facebook](#) and [Instagram](#) pages (@capitalandmallsg), while shopping for amazing deals on [eCapitaMall](#) and [Capita3Eats](#).

“CapitaStar Live SG: Flight 24/7” aims to take viewers travelling without having to step a foot out of the door! Each night brings you on a flight through living life in the new normal with a wide array of interactive segments, where the hosts and guests spill lifehacks and compete against one other in a series of challenges that promises plenty of fun and laughter.

On the first night (Friday, 31 July), join popular personalities Annette Lee and Aiken Chia and guests Benjamin Kheng and Mongchin Yeoh as they share their favourite travel memories of Japan and a beach villa getaway. Party the night away on the second night (Saturday, 1 August) with the endearing squad of Charlotte Mei and Munah Bagharib, joined by Saffron Sharpe and Hirzi Zulkiflie as they attempt to create the most Insta-worthy home party scene. Round up your weekend with a belly full of laughter on the finale night (Sunday, 2 August) with the iconic “Ah Lian”, played by Michelle Chong, and Royce Lee as they share tips and tricks on lifestyle topics such as fashion and beauty in the new normal. Be sure to tune in, interact with your favourite personalities, and stand a chance to bag awesome prizes!

The long weekend of sheer entertainment features a myriad of popular and international brands across travel, fashion, food, home and living, lifestyle, and electronics that are available in CapitaLand malls. These include Afuri, Bangkok Jam, Bose, Bao Makers, Clarins, Charles & Keith, Converse, GameXtreme, Holey Moley, Hugo, Laneige, Muji, Pazzion, Puma, Skin Inc, Sulwhasoo and Urban Revivo. Look out for attractive live deals, reward codes and giveaways worth over S\$70,000 from international lodging owner-operator Ascott, Audio Technica, Dyson, Harry’s, Huawei, Kimage, M-A-C Cosmetics as well as eCapitaVouchers and more!

CapitaStar members get to enjoy the full experience of the shoppertainment live show with exclusive member-only rewards, eDeals on the CapitaStar App, and special offers on eCapitaMall and Capita3Eats. Sign up to be a CapitaStar member and use the promo code “CSLIVE2020” to receive a bonus of 1,000 STAR\$®. Limited to the first 15,000 new sign ups. American Express® CapitaCard members get 10X STAR\$® for all purchases on eCapitaMall. For more information, login to CapitaStar App or register your interest on **CapitaStar Live SG: Flight 24/7’s** official Facebook event page [here](#).

About CapitaLand Limited (www.capitaland.com)

CapitaLand Limited (CapitaLand) is one of Asia’s largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth over S\$131.9 billion as at 31 December 2019. CapitaLand’s portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 200 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages seven listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. Since it pioneered REITs in Singapore with the listing of CapitaLand Mall Trust in 2002, CapitaLand’s REITs and business trusts have expanded to include Ascendas Real Estate Investment Trust, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust, Ascendas India Trust and CapitaLand Malaysia Mall Trust.

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