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THE CAT'S OUT FOR CHRISTMAS: MOFUSAND'S FIRST AND LARGEST APPEARANCE IN SOUTHEAST ASIA LANDS IN CAPITALAND MALLS

- *A mystery box inflatable made its surprise debut at CQ @ Clarke Quay's Fountain Square on 17 October, sparking curiosity among shoppers about what's to come.*
- *CapitaLand unveils Southeast Asia's tallest 8-metre giant-sized Mofusand inflatable, alongside a clowder of 25 quirky Mofusand cats for one-day meow-ments only on 23 October (CQ @ Clarke Quay), with two more appearances on 25 October and 29 October at yet-to-be-revealed CapitaLand mall locations.*
- *This is the debut teaser of Southeast Asia's first-ever Mofusand-themed Christmas collaboration, rolling out the region's largest and most immersive Mofusand showcase to date.*
- *Mofusand will be pouncing into CapitaLand malls this Christmas, greeting fans with exclusive playful experiences! Get ready to unwrap a festive wonderland filled with fur-bulous photo moments, exclusive launches, and more across 17 CapitaLand malls from 5 Nov onwards. An overload of paw-sitively heart-melting holiday cuteness awaits!*

Singapore, 23 October 2025 – The season just got a whole lot cuter! A giant 8-metre-tall Mofusand cat has made a surprise debut, accompanied by a clowder of 25 quirky Mofusand cats, at CQ @ Clarke Quay, leaving fans guessing where the next *paw-sitively* adorable inflatables will pop up.

The showstopping spectacle will continue with two additional one-day pop-up appearances on 25 October and 29 October at yet-to-be-revealed CapitaLand malls.

This marks the start of Southeast Asia's first-ever Mofusand Holidays, the largest and most immersive showcase of the beloved cats outside of Japan. After their special appearances, all 25 cats will journey to transform 17 CapitaLand malls into magical festive wonderlands. Fans are encouraged to keep a lookout on CapitaLand's social channels for the latest updates and reveals, leading up to the official launch of *Mofusand Holidays at CapitaLand Malls* on 5 November.

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On 17 October, a mysterious box made its appearance at CQ @ Clarke Quay, leaving behind a trail of donut sprinkles. It seems a furry friend couldn't resist the allure of what's inside! Shoppers who discovered this playful 8-metre installation were invited to guess the identity of the mystery character using the CapitaStar app. Those with correct guesses were rewarded with STAR$®, launching the festive season with exclusive perks.

Today, CapitaLand lifts the lid on the *purr-ticulars* behind the spectacle! The latest inflatable unveiled at CQ @ Clarke Quay is none other than **Mofusand's** sweet **Meow Donut**, standing tall against the colourful backdrop of the riverside warehouses.

This *kawaii* showstopper officially kicks off the *Mofusand Holidays at CapitaLand Malls* teaser trail. The adorable giant is accompanied by 25 little Mofusand in one spectacular showcase, featuring official themes such as *Board Shark*, *Fruit Meow*, and *Coffee and Donuts*, giving fans a rare chance to catch a glimpse of them all in person!

Share these cute sightings with **#MofusandHolidays #MofusandatCapitaLand #CapitaLandMalls #CapitaLand** to help fellow fans experience the joy this festive season.

But the fun doesn't stop there – these adorable things are always on the move! Keep your eyes open, because when the Mofusand cats come out to play, they won't stay in one spot for long. The 8-metre Mofusand alongside 25 adorable cats will make a special one-day appearance across another two CapitaLand malls on 25 October and 29 October. These locations remain a mystery, as our curious cats do. Fans can join the fun by following @CapitaLandMallsSG on social media, where a trail of clues will spark their curiosity and challenge them to guess which mall the larger-than-life whiskered friend cat will make a surprise appearance in!

AN *UN-FUR-GETTABLE* PRELUDE TO THE HOLIDAYS

From 5 November, *Mofusand Holidays at CapitaLand Malls* will whisk shoppers into 17 enchanting wonderlands, adorned with irresistibly cute décor, exclusive pop-up stores, and Southeast Asia's first-ever experiences inspired by the well-loved themes of Board Shark, Fruit Meow, and Coffee & Donuts – marking the start of the largest Mofusand-themed Christmas collaboration in Southeast Asia outside of Japan.

In **Fruit Meow**, cats frolic among fruit stalls dressed in banana, strawberry, and watermelon costumes, creating a refreshing burst of colour and cheer.

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As visitors move from this fruity paradise to the sunny shores of **Board Shark**, they will find playful cats in shark suits bouncing beach balls and mingling with penguin pals by the waves.

The journey continues into the cosy sweetness of **Coffee & Donuts**, where giant coffee cups, donut props, and glowing festive trees turn every corner into a picture-perfect moment.

What's more exciting, the celebration peaks at Bugis Junction, where all three themes come together in a full-fledged Mofusand Town. Fans can also look forward to the return of the 8-metre-tall Donut Mofusand inflatable at Capital Tower and Plaza Singapura, promising larger-than-life fun and photo opportunities throughout the season.

Adding flavour to the festivities, Mofusand's first Japanese F&B collaboration outside Japan also debuts with Sushi Tei, offering a limited-time dining experience sure to delight both foodies and fans. Meanwhile, roving Mofusand pop-up stores will feature exclusive merchandise ranging from plushies to lifestyle accessories – perfect for gifting or collecting.

And the magic doesn't stop there: Mofusand's paw-sitively adorable Christmas antics will also come with extra rewards through CapitaStar this season! From bonus STAR$® redemptions to *fur-tastic* surprises unlocked at the launch of the festive campaign, members can look forward to extra perks every step of the way. Not a member yet, sign up now on the CapitaStar app and follow @CapitaLandMallsSG on Instagram, Facebook, and TikTok to make sure you don't miss out on these exclusive rewards and the latest reveal!

ABOUT MOFUSAND

Born in Japan and created by kitten illustrator Juno, Mofusand captures the mischievous charm of cats in the most absurdly adorable ways. First shared on social media, its soft, sophisticated illustration style and humour without words have made it a universally shareable, instantly lovable brand – irresistibly surreal, and a joyful, heartwarming escape.

Please find the press assets of Mofusand Holidays here.
**All photos courtesy of CapitaLand*

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WEBSITE AND SOCIALS

- Hashtags : **#MofusandHolidays #MofusandatCapitaLand #CapitaLandMalls #CapitaLand**
- Website : https://www.capitaland.com/en.html
- Instagram : @CapitaLandMallsSG
- TikTok : @CapitaLandMallsSG
- Facebook : @CapitaLandMallsSG
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About CapitaLand Investment Limited (www.capitalandinvest.com)
Headquartered and listed in Singapore in 2021, CapitaLand Investment Limited (CLI) is a leading global real asset manager with a strong Asia foothold. As at 13 August 2025, CLI had S$117 billion of funds under management. CLI holds stakes in eight listed real estate investment trusts and business trusts and a suite of private real asset vehicles that invest in demographics, disruption and digitalisation-themed strategies. Its diversified real asset classes include retail, office, lodging, industrial, logistics, business parks, wellness, self-storage, data centres, private credit and special opportunities.

CLI aims to scale its fund management, lodging management and commercial management businesses globally and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand Group's development arm. In 2025, CapitaLand Group celebrates 25 years of excellence in real estate and continues to innovate and shape the industry.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for Scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

About Spiralcute International Inc.
Spiralcute International Inc. is the wholly owned subsidiary of Spiralcute Inc, a global leader in character-driven brand management and artist representation. Renowned for crafting 'sophisticute' brands that blend heartfelt narratives, wit, and charm, Spiralcute specializes in transforming rising character stars into popular entertainment and consumer product brands through strategic licensing and partnerships, including recent successes Chiikawa, Mofusand and Koupen Chan and others. With headquarters in Tokyo, Spiralcute Inc. oversees artist management and character brand development while Los Angeles-based Spiralcute International focuses on expanding business opportunities worldwide. Collaborating with their artists and licensees, Spiralcute delivers products and experiences that authentically appeal to fans and spreads joy around the world. Visit www.spiralcute.com for more information.

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