



CITY HALL SQUARE

CITY HALL SQUARE SETS ITS SIGHTS ON OMNICHANNEL RETAIL

Brick and mortar and online retail can work together to redefine shopping experiences

City Hall Square, a new retail and lifestyle destination which is part of a mixed-use development comprising the new 343-room Grand Park City Hall hotel will be unveiled in 2019.

Commanding an unbeatable location with prime frontages on Hill Street and Coleman Street, City Hall Square is a mere 2-minute walk from the City Hall MRT station accessible from Suntec City, Marina Bay and The Esplanade via a covered linkway. The Raffles City complex, National Gallery Singapore and new Funan mall are also within a 5-minute walking radius as well as home to numerous offices and hotels of more than 132,000 working population and 15,000 tourists respectively.

A firm believer in omnichannel retail, City Hall Square seeks to enhance the brick and mortar shopping experience by aligning with those that are often blamed for its demise – online retailers.

“The retail industry is at an inflection point, where several brick and mortar companies with large footprints are struggling while e-commerce companies are realising the value of storefronts. This is quite prevalent in the US and it seems that Asia is catching on. These physical stores are used in conjunction with online experiences to build brand loyalty, create personal customer interactions which a brand might not necessarily be able to do online. Physical stores are now a natural extension of an omnichannel strategy for digital-first brands and they are inventing new kinds of shopping experiences as part of the customer journey,” says Mr Allen Law, Chief Executive Officer of Park Hotel Group.

The units at City Hall Square will have smaller footprints and offer brands a more accessible avenue to have their own branded store. “With units on average of 300 - 700 square feet, the initial outlay and risk is much smaller. Online brands can focus on giving customers a high-touch experience, prioritising service and convenience, as opposed to using the store to stock inventory. Customers are still able to access an endless supply of clothing online and delivery,” Mr Law adds.

City Hall Square is not concerned with being large - Singapore has enough mega malls. As a whole, it has close to 61,000 square feet of lettable floor area spread over three floors which will be home to over 70 retail shops, food and beverage, beauty and lifestyle brands. The smallest unit spans 139 square feet with the largest at 4,020 square feet. As its architecture and design speaks of a harmonious combination of the old and the new, City Hall Square has a secret – within the development known as St. Gregory Place exists two rows of double storeyed conserved shophouses that would be the perfect backdrop for a unique dining experience. St. Gregory Place has been earmarked for an array for exciting dining destinations.



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As a nod to its location within the heart of the civic district and Singapore's art and cultural centre, City Hall Square has a scheme to support local artisans and regional brands in setting up shop. These range from generous rental-free schemes and interest-free loans to marketing support and partnerships with its network of 6 sister properties and hotels within Singapore.

What does online shopping and a hotel have in common? Online shopping never sleeps and neither does a hotel. To support tenants in their O2O efforts, City Hall Square will be exploring partnerships with Grand Park City Hall to offer online shoppers the option to pick up their item at the hotel during mall closure hours. Guests of the hotel may also enjoy convenience by shopping online and having their items delivered directly to their room.

Clearly, some of these schemes have already attracted the attention of online players. Allies of Skin, a homegrown, cult skincare brand with products stocked at luxury stores such as SpaceNK, Barneys and Bloomingdales as well as major e-tailers including Net-A-Porter and Mr Porter have already expressed interest.

"We are committed to creating more products and greater awareness for the brand which includes having a physical store presence; setting up shop in Singapore where the brand was born and in a central location will provide the opportunity for customers to better engage with us. City Hall Square's positioning is definitely refreshing and we are keen to find out more about its leasing schemes." says Mr Nicolas Travis, Founder of Allies of Skin.

"With its superior location, City Hall Square is well positioned to meet the needs of Singaporeans – from PMETs and university students during weekdays to families during the weekends, as well as tourists staying at hotels in the vicinity. Its differentiated tenant offerings will also complement the surrounding retail options and thus generate greater interest and footfall in the precinct for customers looking to shop, dine or spend a day in this part of town. Furthermore, footfall is anticipated to increase with new developments within the locale such as the launch of Grand Park City Hall later this year, upcoming redevelopments on Hill Street and the opening of the new Funan next year," says Wendy Low, Executive Director, Head of Retail of Knight Frank Singapore.

For more information on City Hall Square, please visit www.cityhallsquare.com

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About City Hall Square

City Hall Square, a new retail and lifestyle destination which is part of a mixed-use development comprising the new Grand Park City Hall hotel will be unveiled in 2019.

With an unbeatable location at the major junction of Hill Street and Coleman Street, it is a mere 2-minute walk from the City Hall MRT station and within close proximity to the Raffles City complex, National Gallery Singapore, Suntec City, Marina Bay and The Esplanade.



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A firm believer in omnichannel retail, City Hall Square seeks to enhance the brick and mortar shopping experience by aligning with online retailers to build brand loyalty and create personal customer interactions.

As a whole, City Hall Square has close to 61,000 square feet of lettable floor area spread over three floors which will feature over 70 retail shops, food and beverage, beauty and lifestyle brands. Harmoniously combining the old and the new in its architecture and design, the development is also home to St. Gregory Place comprising two rows of double storeyed conserved shophouses that would be the perfect backdrop for a unique dining experience.

About Grand Park City Hall

Grand Park City Hall is the flagship luxury hotel of Park Hotel Group, occupying a prime location in Singapore's civic and central business districts. The new Grand Park City Hall comprise of 343 guestrooms across 10 floors with world class design that perfectly embodies Singapore's unique culture. The hotel is part of City Hall Square, a three-storey mixed lifestyle development with dining, beauty and fashion boutiques. To find out more, please visit <http://bit.ly/2EQacFH> and follow us on [Facebook](#) and [Instagram](#).