



MEDIA RELEASE

Immerse in the nature and beauty of Shiseido Forest Valley at Jewel Changi Airport

SINGAPORE, 20 March 2019 – Jewel Changi Airport (Jewel) and Shiseido today announced the naming rights partnership of the Shiseido Forest Valley; a wondrous 4-storey indoor ‘forest’ which will allow visitors to experience the Japanese appreciation of nature, beauty and art. The partnership will run for a period of three years.

Jewel will have one of the largest indoor collection of plants in Singapore, with about 22,000sqm of space dedicated to landscaping throughout the complex. The Shiseido Forest Valley will complement Jewel’s wide array of retail and F&B activities, allowing visitors to shop and dine amidst a resplendent indoor forest. Visitors can even take a gentle hike up two cobblestoned walking trails, the East and West Trail, punctuated by idyllic cascading waterfalls and mist clouds.

Ms Hung Jean, Chief Executive Officer of Jewel Changi Airport Devt, shared: “We wanted to create within Jewel, an environment that delivers a sense of discovery and wonder to all our visitors. We are delighted to embark on a partnership with Shiseido to present this specially-curated valley that brings to life, the concept of how lush greenery, traditionally found outdoors, are brought to an indoor environment like Jewel. From the gentle cascading falls to the wisps of mist emitted, these are key elements of the unique Forest Valley experience that we have introduced in Jewel for the enjoyment of all our guests.”

Mr Philippe Lesné, President & CEO of Shiseido Travel Retail, said: “The Shiseido Forest Valley embodies the Group’s values of beauty and innovation. This multi-sensory experience inspires a life of meaningful beauty and culture. We thank Jewel for this unique opportunity to engage deeper connections and create memorable experiences for all visitors.”

Made up of more than 900 trees and palms and about 60,000 shrubs, the curation of the indoor forest took concerted effort. Before the installation of the Shiseido Forest Valley, trials were first done in a polytunnel (or hoop greenhouse) to simulate the actual in-Jewel temperature, humidity and light levels. Applying these optimal growth conditions eventually resulted in the dynamic forest experience and selection of plants that visitors will see in Jewel.

The 4-storey incline of the Shiseido Forest Valley also influenced the types of flora selected. For example, the shrubs chosen are shade-tolerant and have adapted to space constraints, just as understory plants have in real forests. Whether dining at spots overlooking the Shiseido Forest Valley or strolling through the trails, visitors to Jewel can expect an awe-inspiring experience when they walk through this climate-controlled space.

The Shiseido Forest Valley was designed by landscaping consultancy PWP Landscape Architecture and in collaboration with project consultant ICN Design.

Jewel is scheduled to open on 17 April 2019.

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About Jewel Changi Airport Devt Pte. Ltd. (www.jewelchangiairport.com)

Jewel Changi Airport Devt is the property owner of Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore. Jointly developed by Changi Airport Group and CapitaLand, Jewel is located at the gateway of Changi Airport.

Designed by world renowned architect Moshe Safdie, Jewel will feature a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At approximately 137,000 sqm in size, it will offer a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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About Shiseido Travel Retail

Shiseido was founded in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with its roots in Japan, Shiseido has come to represent the world's highest standards of quality, and the company's brands are sold in over 120 countries and regions.

As part of its commitment to accelerate multi-brand growth in the travel retail channel, Shiseido Group has divided the world into six regional entities under its Vision 2020 corporate plan, with Travel Retail recognised as a territory in its own right.

Shiseido Travel Retail, effective 1 May 2016 and headquartered in Singapore, takes a "Think Global, Act Local" approach in cultivating each of its brands based on region and market-specific needs, while accelerating decision-making and production development. The company's portfolio includes skincare brands Shiseido, Clé de Peau Beauté, Anessa and IPSA; make-up brands NARS, bareMinerals and Laura Mercier; as well as fragrance brands Dolce & Gabbana, Issey Miyake, Narciso Rodriguez, Elie Saab, Alaïa Paris, Zadig & Voltaire, and Serge Lutens.

For more information, please visit www.shiseidogroup.com.