



## PRESS RELEASE

# Southeast Asia's first IKEA small-store concept now open at Jem

New digital solutions in-store to provide customers an enhanced and seamless shopping experience



**SINGAPORE, 29 April, 2021** – IKEA officially opened its third store on the west side of Singapore today, making it Southeast Asia's first small-store concept that promises new experiences with digital solutions.

Spanning over 6,500 square metres across three levels in Jem mall, customers will be able to get home furnishing inspiration from over 12 room settings, 16 vignettes and 2 homes depicting life at home living situations in Singapore. Over 2,500 home furnishing products are available for cash and carry, while the remaining – mostly the larger home furnishing items on display – are available for home delivery. Customers can make their purchases through assistance from mobile co-workers or via online order. The orders will then be delivered straight to customer's home for an additional fee. Shoppers can use self-pay checkout options and enlist planning assistance from IKEA co-workers to map out their dream kitchens, living rooms, or bedrooms. Not forgetting everyone's favourite Swedish meatballs, chicken wings and hot dogs, the IKEA Restaurant, Bistro and Swedish Food Market are located at Level four as well.

With this new small-store concept, customers can enjoy a refreshing shopping experience with newly developed digital solutions to make shopping at IKEA Jurong fun and easy. In celebration of the opening of IKEA Jurong, customers are also able to enjoy rewarding opening specials from 29 April onwards. Details can be found within the Appendix.

“As life at home has taken on a new meaning, our customers' needs and behaviours are changing too. At IKEA, we're on a journey to transform our business to better meet our customers; to be wherever they are and to be closer to where people live, work and play.

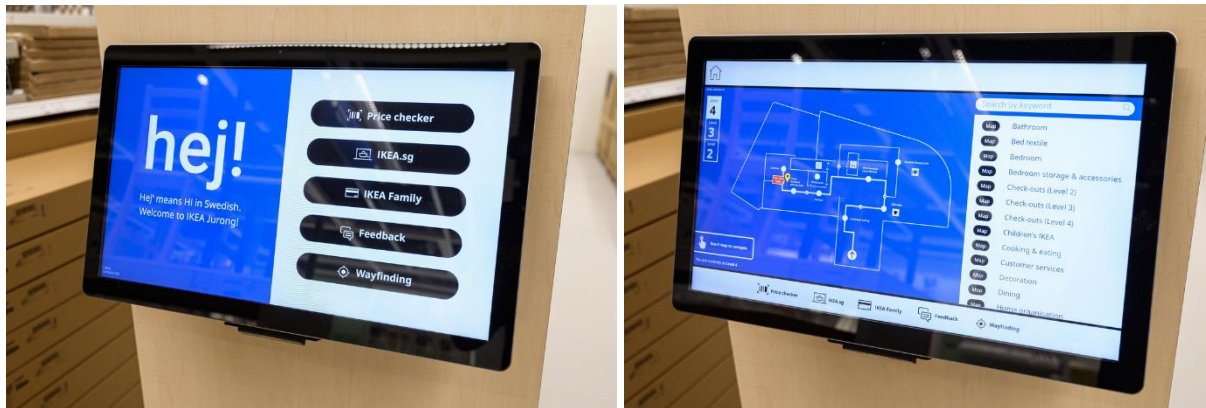


“This will be the very first time we have an IKEA store as a tenant within an established shopping centre like Jem in the region and we hope our new small concept store will serve as a convenient and accessible source of inspiration and home furnishing expertise for even more people. At the same time, we understand the importance of having seamless in-store shopping experiences in the new digital age and leapt at the chance to introduce this in our new store for a richer shopping experience. IKEA Jurong may be smaller than our traditional blue box stores, but our ambition remains the same - for our customers to have a fun day out”, said Nur Diana, Store Manager at IKEA Jurong.

Ng Hsueh Ling, Managing Director for Lendlease in Singapore and Chief Investment Officer for Asia, “We are proud to partner with IKEA to bring to life its first small-store in-mall concept in Southeast Asia. We continue to rejuvenate our malls’ tenancy mix to cater to evolving consumer needs with new-to-market offerings, and are focused on introducing innovative concepts to provide a multi-layered experience for our shoppers.”

## SUPPORTING A CONVENIENT AND SEAMLESS SHOPPING EXPERIENCE

### ONE-STOP KIOSK



This 5-in-1 solution will support customers’ shopping experience by allowing them to access a host of our platforms such as the IKEA Family sign-up, IKEA website, as well as a Help-Us-Improve Feedback system. Customers can also use the kiosk to find their way around the store and check for the price of items by scanning its barcode. IKEA Jurong will house eight of these kiosks.



## CASHLESS CHECK-OUTS WITH QUEUE DISPLAY



This is our first Cashless Store and each of the three floors will have its own check-out area. We want to help customers avoid long queues at any particular check-out and so at IKEA Jurong, we will have digital information screens that shows the number of people in the queue at every level's check-out.

## INTERACTIVE PLAY PROJECTION



Located in the IKEA Restaurant at Level 4, the digital interactive wall will engage customers of all ages in a fun and modern way. Making use of motion sensors and interactive media content, this wall allows customers to colour pictures by waving their hands and legs.



## CLICK & COLLECT SERVICE (FOR IKEA RESTAURANT)



The Click & Collect ordering service is available for selected food items only, allowing customers to order food before arriving at the restaurant or for takeaways. Once the order is ready, the customer will be alerted to pick up their food at its designated counter. This service will soft-launch when the store opens on 29 April.

## BEAM PROJECTION



IKEA furniture is built with both form and function in mind and so, this static digital solution projects a hidden benefit of the selected IKEA product on the furniture. Customers can learn about the product without assistance from our co-workers. Ten of these beam projections will be used in the bedroom, sofa, and wardrobe areas.



## MOBILE COUNTERS/CO-WORKERS, DIGITAL WIDTH & DEPTH AND PLANNING TOOL STANDS



There will be one Planning Station at each level, but co-workers in IKEA Jurong will have with them a mobile system on hand and they are multi-skilled to assist customers across all their needs and in all home furnishing units, whether it's a METHOD kitchen, a PAX wardrobe, or a sofa purchase. There are also 19 other digital stands that house a tablet that showcases the width and depth of our range as well as a planning tool to allow customers to envision the various configurations of their furniture choice.

IKEA Jurong is located at Jem shopping centre, #02-12/13/14, #03-15/16/17 & #04-20/21/22, and opened daily from 10am – 10pm. For more information, visit [IKEA.sg/jurong](https://www.ikea.com/sg/jurong).

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**About IKEA Southeast Asia**

We create a better everyday life for the many people in Southeast Asia through our IKEA stores in Singapore, Malaysia and Thailand - offering well-designed, functional home furnishing products from Sweden at prices so low that as many people as possible can afford them. We also develop, own and operate Ikano Centres, shopping centres that are anchored by IKEA. Our multi-national team has projects in the pipeline and an ambition to double our business in coming years. We are part of the Ikano Group of companies and the only IKEA franchisee in the world today that is owned directly by the Kamprad family that founded IKEA.

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