



TOPSTORIES

## Shopping malls put a modern spin on CNY

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### Chinese New Year promotions

FROM [Facebook](#) games to ice-skating, Chinese New Year might seem less traditional than before as malls here put a modern spin on the festival.

313@somerset in Orchard Road has created a Tree of Prosperity mobile app, where users grow virtual seedlings into trees by inviting their [Facebook](#) friends to participate.

The person with the tallest tree at the end of the game wins \$1,000 worth of shopping vouchers.

The mall has stuck to shopping promotions in previous years.

But it decided to add a digital element this year, as shoppers become increasingly tech-savvy, said general manager Cheryl Goh.

JCube in Jurong East is organising a masked ball at its ice-skating rink, while encouraging patrons to turn up in traditional Chinese costumes.

Others are taking a musical route. Paragon in Orchard Road is getting musicians to play jazz renditions of traditional songs, while Parkway Parade in Marine Parade has hired a drummer to thump out some festive tunes as well as compose songs with shoppers.

This modernisation, said Dr **Lynda Wee**, adjunct associate professor of marketing and international business at Nanyang Technological University, could be a pitch to attract youth.

Chinese New Year, she said, is often viewed by youth as “rooted in value systems” and “driven by tradition”, hence malls may be trying to change that by encouraging them to shop during this period.

“With online shopping, youth have other avenues to fulfil their shopping needs. Therefore, malls need to rethink their approach to engage youth.”

She added: “Festive decor and music appeals to instinct, which boosts impulsive shopping. Youth may be compelled to shop more when malls modernise their decor.”

Already, the red packet is increasingly a misnomer, with more firms offering gold, purple and even neon-pink packets to stand out, according to a recent Straits Times report.

Shopper Leanne Chan, 17, said that such promotions would not attract her to a mall if it is in a far-flung location

she does not frequent.

But such promotions may lure customers like Zera Ong, 18. The student said that they work better than the usual lion dances.

She said: "I like events that capture the festive mood, especially if it is something with a twist. An event that's a fusion of the old and new would be more attractive."

However, some places are sticking to tradition. Funan DigitalLife Mall is decorated with traditional-looking pink and red flowers, as it has done so for the past several years.

Mr Andrew Goh, the mall's marketing-communications executive, said: "This mall has been adapting this approach...as it is in line with our focus to foster a conducive shopping environment for good-value purchases during the festive season."

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## STUDENT ZERA ONG, ON CHINESE NEW YEAR PROMOTIONS AT SHOPPING MALLS

Treats at these malls

AsiaMalls

What: Chinese New Year bazaars

When:

Jan 16-Wednesday (White Sands)

Forum The Shopping Mall

What: Festive potted plant fair

When: Jan 17-today

Fraser Centrepoint Malls

What: Limited-edition Hello Kitty collectibles for Fraser Rewards members with a minimum spending of \$88 at Bedok Point or \$168 at Anchorpoint, Causeway Point, Changi City Point, China Square Central, Compass Point, Northpoint, Robertson Walk, The Centrepoint, YewTee Point and Valley Point.

When: Jan 10-Thursday, Feb 1-14

Changi City Point

What: Pony rides and pony-feeding for children with a minimum spending of \$38

When:

Feb 8-9 and Feb 15-16, 2pm-5pm

HarbourFront Centre

What: Hongbao packets, cloth trays and horse-themed cushions with a minimum spending of \$50, \$80 or \$120

When: Jan 10-Feb 16

## Jurong Point

**What:** A free yusheng plate or a can of New Moon abalone at \$28 with a minimum spending of \$268

**When:** Jan 3-Feb 23

## Tangs

**What:** Discounts ranging from \$60 to \$200 for Bosch home appliances

**When:** Jan 10-March 2

TRENDY FACADE: Paragon in Orchard Road not only has Chinese New Year decorations in less traditional colours, but also has musicians playing jazz renditions of traditional songs in a bid to attract more youth this festive season. FUN FOR KIDS: With a minimum spending of \$38, your family can enjoy kid-oriented activities like pony rides or pony-feeding at Changi City Point this Chinese New Year.

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