

# Great times

Setia City Mall Newsletter  
Issue #8 February 2012



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Setia   
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Great times  
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A collaboration between

   
Lend Lease Builder of Distinction  
Setia SP SETIA BHD GROUP

## First up

by Daniel Steffe

Marketing Director

Time is now flying by as the opening date for Setia City Mall fast approaches. We are excited more than ever about how things are progressing on site, and with less than 3 months to wait until the doors open, we are counting every minute as we continually look for ways to make the opening a memorable experience for all.

We are very excited to see the retailers coming in to begin the process of fitting out their shops. In no time, the mall will be filled with the vibrant colours and designs of over 230 retailers, and the now quiet hallways will soon be filled with families happily strolling along, exploring their favourite shops.

In this issue of Great times, we take a look at how some of our retailers are incorporating green technologies into their creative and innovative store fitout designs. We also chat with MPH, Setia City Mall's bookstore, and we cover the recent Chinese New Year event that received tremendous support from the Setia Alam community.

If you have any comments, issues or concerns, please feel free to drop me a line at [media@setiacitymall.com](mailto:media@setiacitymall.com).

Kindest regards,

Daniel



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# What's in store?

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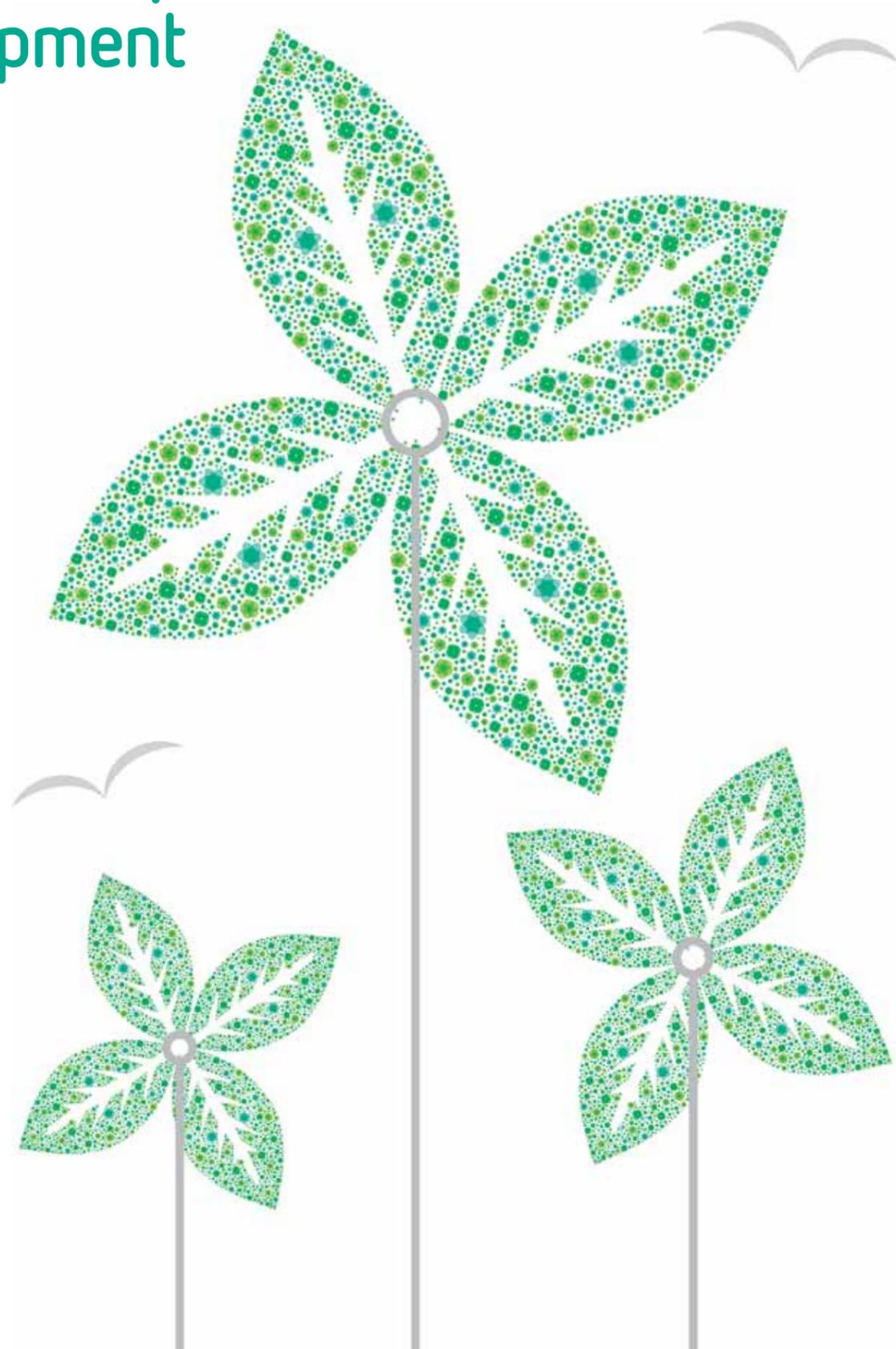
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### 08 Site specific

Construction Manager Geoff Barrow reveals the latest from the construction site



# A sustainable future through responsible development



We are determined to make our building environmentally friendly. In order to achieve this, we have added a number of new innovative technologies to ensure we are reducing wastage and emissions. These initiatives also include working hand in hand with our retailers, be it on fitout design, product innovation or simply reducing, reusing and recycling. This will ensure Setia City Mall becomes a responsible place to shop.



Sushi King, the famous Japanese restaurant, has taken a serious approach to green technology that revolves around the restructuring of their fitout design concept. Sushi King has made recycling their main focus, which can be seen by customers in their furniture selection. When you visit the outlet at Setia City Mall, you will be sitting comfortably on a recycled wooden chair box, as opposed to the usual white plastic chair. The outlet will also be lit by LED lights in a simple chain village pendant, which will definitely highlight the sand coloured tones that surround the restaurant. The interior of Sushi King will also be decorated with environmentally friendly inspired murals, painted using a special eco spray.

A similar approach was taken by BMS Organics. The brand's sustainability philosophy does not only extend to their products. This can be seen through their fitout design as well, where they are using 80% recycled wood as their main concept. Green and sustainability is not something new to BMS Organics. True to their product lines, they have been implementing this eco friendly fitout concept at several of their outlets nationwide.

Incorporating green technology ideas and sustainability into their business model is certainly a big task for any company, but it was something Skiva, the leading Malaysian lingerie brand, chose to do simply because 'it was the right thing to do.' The company has taken the lead in employing green technology and eco friendly materials in their production to ensure toxic free products and maximum comfort for its customers.

Through research and development, Skiva introduced nano technology, the use of the latest fabrics that are environmentally friendly as well as new designs for optimal comfort. The usage of the latest space knitted fabric and vertical flapping nonwoven material for bra cups demonstrates the company's commitment to ensuring they are selling products that meet the highest global standards.

These are just a few of the brands that have put their names on the green map. Setia City Mall is working together with all our retailers to ensure they maximise the potential of the latest green initiatives to reduce the environmental impact of their stores and products.