

# CENTRAL TIMES



CENTRAL CHIDLOM



CENTRAL EMBASSY

## THE PIONEER IN REVOLUTIONIZING LIFESTYLES TODAY AND FOR THE FUTURE

Central Group business began 72 years ago with a modest general trading shophouse, and a few years later we opened Thailand's first department store, establishing the Central brand. Then in 1974 we opened the doors at Central Chidlom, an entirely modern department store that provided new lifestyle opportunities for a fast-changing Thailand. Central Chidlom became our flagship store, which it remains to this day, serving as the go-to shopping destination for Thais and tourists alike. As soon as you walk through the doors of Central Chidlom, you are immediately

aware that this central city location has everything to offer. Each floor offers shoppers specific products and services ranging from high-fashion brands, gourmet market items, stationary and books to health and beauty services, next-level lifestyle appliances and technology, and cosmopolitan dining. All of this adds up to an unparalleled shopping destination that transcends the generations and has long stood as the most desirable location for affluent Thai and international customers.

Steps away from Central Group's Central Chidlom flagship department store sits the ultra-elegant crown jewel, Central Embassy. This multiple-award winning shopping work-of-art offers the most highly curated tenant mix with the world's most luxurious brands, combined with the magic of Thai hospitality. Each store seems to envelope the customer, while the layout and flow architecturally encourages visitors to stick around and explore, making this a uniquely idyllic and highly functional shopping oasis.

# EXPANDING OVERSEAS

Central Group now has a high-profile presence in Italy, Germany, and Denmark, making us a significant influencer in the European market. Our objective in entering Europe was to place Central Group in a prime position in the luxury global market. Rinascente, KaDeWe, Illum, Alsterhaus, and Oberpolinger are shopping destinations that Europeans respect and admire both for upscale merchandise and superior locations. We shall continue to strengthen our ever-growing status as a leading developer and strategist in Europe, with our strategy being to further Central Group's portfolio and expertise.

## KaDeWe



KADEWE, BERLIN



KADEWE, BERLIN

## ALSTERHAUS



ALSTERHAUS, HAMBURG



ALSTERHAUS, HAMBURG

## OBERPOLINGER



OBERPOLINGER, MUNICH



OBERPOLINGER, MUNICH



ILLUM, COPENHAGEN



ILLUM, COPENHAGEN

## RINASCENTE



RINASCENTE, MILAN



RINASCENTE, MILAN



RINASCENTE, ROME



RINASCENTE, ROME



CENTRAL WORLD

## CENTRAL SHOP · EAT · WORK · PLAY!

Spanning over 30 locations in Bangkok and major provinces across Thailand, Central shopping centers offer more than just rewarding shopping experiences, they are the "Center of Life". The place that serves as a destination for all lifestyles, including food, fashion, sports, family, and co-working space, the Central shopping center is the embodiment of liveliness, inspiration, and sustainability for the local community of each location. Amongst the shopping centers are Central World, the world's most-visit shopping destination at the heart of Bangkok, Central Plaza Westgate, the flagship super-regional mall, Central Festival EastVille, a groundbreaking concept shopping center that blends nature with modern design, and Central Phuket, the incomparable luxury and leisure resort shopping destination. These are a few of the unique shopping centers under Central Group's management that serve as welcoming locales for Thais and for tourists from around the world.



CENTRAL PLAZA LADPRAO



CENTRAL PLAZA WESTGATE



CENTRAL PLAZA KHONKAEEN



CENTRAL FESTIVAL EASTVILLE



CENTRAL PLAZA PINKLAO



CENTRAL PLAZA NAKHORN RATCHASIMA



CENTRAL PLAZA CHAENGWATTANA



CENTRAL PLAZA GRAND RAMA 9



CENTRAL PHUKET



CENTRAL PLAZA RAYONG



CENTRAL PLAZA RAMA 3



CENTRAL PLAZA CHIANGRAI



CENTRAL PLAZA RATTANATHIBET



CENTRAL PLAZA RAMINDRA



CENTRAL PLAZA BANGNA



CENTRAL PLAZA UDONTHANI



CENTRAL PLAZA NAKHON SI THAMMARAT



CENTRAL PLAZA MAHACHAI



CENTRAL PLAZA MAHACHAI



CENTRAL PLAZA WESTGATE



CENTRAL PHUKET



CENTRAL PHUKET



CENTRAL WORLD



CENTRAL WORLD



CENTRAL FESTIVAL EASTVILLE



CENTRAL FESTIVAL EASTVILLE

## CENTER OF LIFE EXPERIENCE THAT FULFILLS ALL LIFESTYLES

From over 39 years of its retail expertise, Central Pattana understands and serves people lifestyles of all ages and genders by providing a wide range of products and services for customers. Not only highlighting local identities and unique characteristics to create pride for people in those communities throughout Thailand, but we also ensure that our shopping centers thrive in the same mission which is to become a 'Center of Life' to provide beyond experience that fulfills all lifestyles.



CENTRAL WORLD



CENTRAL FESTIVAL EASTVILLE



CENTRAL WORLD



CENTRAL WORLD



CENTRAL PLAZA WESTGATE



ROBINSON LIFESTYLE CENTER ROI ET



ROBINSON LIFESTYLE CENTER SARABURI



ROBINSON LIFESTYLE CENTER SUPHANBURI

## ROBINSON LIFESTYLE CENTER A VIBRANT NEIGHBOURHOOD DESTINATION

Robinson Lifestyle Center has become a ubiquitous name around Thailand. It holds the prestigious distinction of being the department store with the most physical locations in the most provinces in Thailand. Robinson Lifestyle Center, as locals know it by, presents itself as a multipurpose destination, appealing to clientele from a diverse backgrounds. Although keeping a simple yet modern look, shoppers enjoy goods and services ranging from branded clothing options and a vast array of sports equipment and athletic wear to the very latest electronics and in-trend regional and imported groceries and dining venues. Robinson Lifestyle Center sets out to appeal to the multi-dimensional society that is Thailand, and almost 40 years later, it continues to offer superior, conveniently located, accessibly priced products and services for shoppers from all walks of life.



ROBINSON LIFESTYLE CENTER SAKONNAKHON



ROBINSON LIFESTYLE CENTER CHACHOENGSAO



ROBINSON LIFESTYLE CENTER LOPBURI



ROBINSON LIFESTYLE CENTER TRANG



ROBINSON LIFESTYLE CENTER SRISAMAN



ROBINSON LIFESTYLE CENTER SURIN



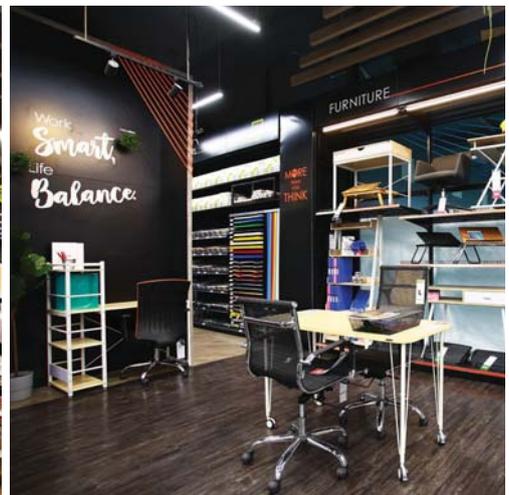
ROBINSON LIFESTYLE CENTER CHONBURI



SUPERSPORTS



THINK SPACE B2B



OFFICEMATE



## SPECIALTY STORES FOCUS ON CONVENIENCE AND QUALITY UNDER STRONG BRANDING

Distinctive and strong branding for the specialty stores under the Retail & Brands business line ensures customers know where to shop for quality products within specific sectors ranging from fashion through to hardline and food retailing.

POWER BUY



THAI WATSADU



BAAN & BEYOND





FAMILYMART



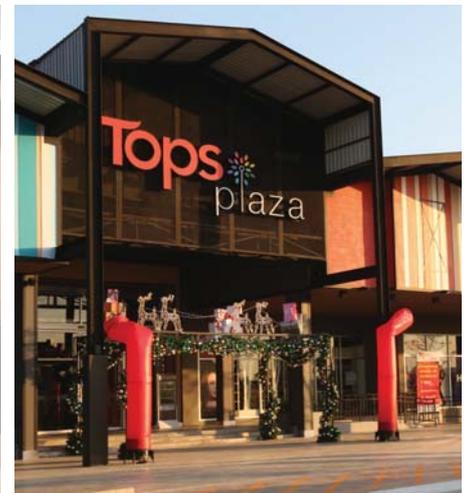
SEGAFREDO



CENTRAL FOOD HALL



TOPS SUPER STORE



TOPS PLAZA



MUJI



MATSUMOTO KIYOSHI



KOMONOYA

## FOOD CHOICE PRESENTED TO DIVERSE CUSTOMER SEGMENTS

Our food retail sector provides customers with the best local produce as well as quality brands from around the world through a portfolio of popular retail brands. Catering to a diverse set of customer profiles through both brick-and-mortar stores and online channels, our brands include Central Food Hall, Tops, and FamilyMart, along with leading Japanese lifestyle brands such as Muji and Matsumoto Kiyoshi. With these and other respected international banners, we are able to present a global choice across all segments.



CENTRAL FOOD HALL



TOPS DAILY



GO!, MY THO



LANCHI MART



LOOKKOOOL



KUBO

## VIETNAM

Central Group Vietnam is now the largest foreign retailer in Vietnam with multi-format retail operations, currently having 246 stores across 37 of the country's 63 provinces. Central Group Vietnam have not only deepened partnerships with local Vietnamese business partners, but also developed new concepts, for example, Food City, Hello Beauty, LookKool, and Home Mart. November last year saw the official opening of the first GO! shopping mall in Vietnam, at My Tho, in Tien Giang province. Occupying a prime location in the city, the store meets the full needs of families and the local community.



NGUYEN KIM



HOME MART



HELLO BEAUTY



TOM FORD



KENZO



MOSCHINO



Alice at Olivia  
BY STEVIE LARSEN



DOROTHY PERKINS



Miss Selfridge



(Sfera)



s a n d r o



SCOTCH&SODA



PORTSPURE



A-LUMNUS



G2000



Hush Puppies



JOCKEY



fitflop



CASIO



Vivienne Westwood

TOMMY HILFIGER

POLO RALPH LAUREN

CALVIN KLEIN JEANS



Lee

Sfare

Theory

maje



TOPSHOP

TOPMAN

ARMANI JUNIOR

DESIGNERS · FASHION  
BEAUTY · STYLE  
WE GOT 'EM!

More than just a shopping mall developer or department store operator, Central Group provides customers with a truly holistic daily life experience in which to grow and personalize their individual styles. With a growing portfolio of highly desirable global brands under its umbrella, Central Group stands as one of the front-runners redefining the world of fashion. The strategically segmented business units dedicated to the marketing, distributing, and retailing of brands offer customers an unprecedented lineup of products and styles able to satisfy everyone's taste. Fashion under the Central Group is not just a lovely garment or beauty product, it's a way of life.



BANILACO



THREE



CLARINS PARIS

Esquire®

# EXPERIENCE A WARM WELCOME GRACIOUS SERVICE IN EVERY DESTINATION

For business or pleasure, from beachfront resorts to sophisticated urban hotels, experience a warm welcome and gracious service at every property in Central Group's diverse hospitality portfolio.

The collection of owned and managed hotels are found in the world's foremost destinations. The combination of prime locations, world-class drinking and dining options and outstanding service ensures these hotels are top of the list for business and leisure travellers worldwide.



CENTARA GRAND & BANGKOK CONVENTION CENTRE AT CENTRAL WORLD



CENTARA GRAND BEACH RESORT AND VILLAS HUA HIN



PARK HYATT BANGKOK



CENTARA VILLAS PHUKET



CENTARA VILLAS PHUKET



HILTON PATTAYA



CENTARA VILLAS PHUKET



CENTARA GRAND ISLAND RESORT & SPA MALDIVES



CENTARA GRAND BEACH RESORT & VILLAS KRABI



CENTARA GRAND BEACH RESORT & VILLAS KRABI



CENTARA DEIRA ISLANDS BEACH RESORT DUBAI



CENTARA AO NANG BEACH RESORT & SPA KRABI



CENTARA DEIRA ISLANDS BEACH RESORT DUBAI



CENTARA RESIDENCES & SUITES DOHA



CENTARA GRAND MIRAGE BEACH RESORT PATTAYA



CENTARA GRAND AT CENTRAL PLAZA LADPRAO BANGKOK



COSI SAMUI CHAWENG BEACH



HOTEL FELICE SHINSAIBASHI OSAKA



ไทยเทอเรส  
THAI TERRACE



มิสเตอร์โดนัท  
MISTER DONUT



เพปเปอร์ไวปิ้ง  
PEPPER WIPING



โอรอยดี  
OROYDEE



COLD STONE  
ICE CREAMERY



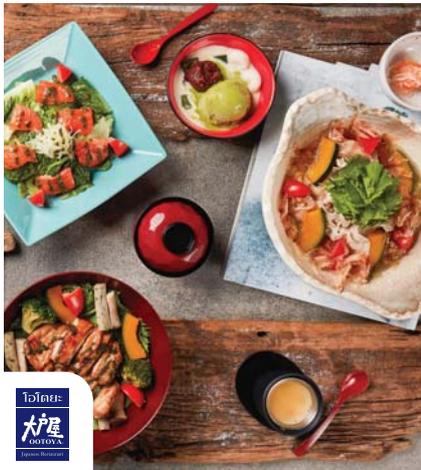
Auntie Anne's  
Freshly Baked



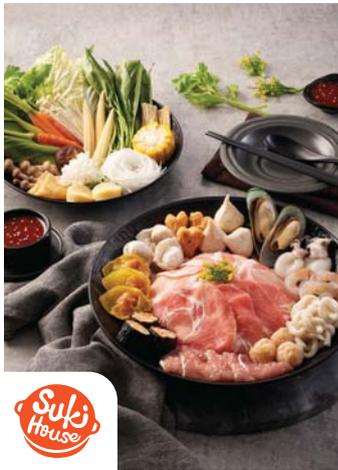
ชาบูตัน  
CHABUTON  
ชาบูตง วาแมน



เทมปุระ  
TEMPURA



โตเกียว  
TOKYO



Suki House

## TO BE THE #1 RESTAURANT BUSINESS IN THAILAND IN THE HEARTS OF OUR CONSUMERS

Central Restaurants Group operated at full capacity, with presence in regional markets, leading with innovations and delivering value-for-money for all occasions. A present Central Restaurants Group represents 13 well-known local, regional, and international food brands. Central Restaurants Group has up to 1,000 fast food and restaurant outlets throughout the country.



KFC



Mister Donut



吉野家  
YOSHINOYA

CENTRALTIMES  
E-NEWSLETTER



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