
CENTRALTIMES

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JOURNEYS TO
THE EXTRAORDINARY
Beyond Borders to New Frontiers



CENTRAL CHIDLOM

REDEFINING A LEGEND FOR A LUXURIOUS FUTURE

Bangkok's retail cityscape was transformed when Central Chidlom opened half a century ago, and now an inspirational new journey has begun that will take this legendary name to an elevated new identity as The Store of Bangkok. Elegant architecture and artistic spaces combine with a curated collection of the world's most opulent brands for a sophisticated Thai and international clientele.





De Bijenkorf x Boss x Aston Martin

GLITTERING EVENTS FOR GLOBAL BRANDS



Selfridges x Louis Vuitton



ILLUM x Charlotte Tilbury





Selfridges x Nike x Jacquemus

Europe's most famous stores are collaborating with the world's most famous luxury brands to stage pop-up events in which talented artists and designers create ingenious displays for the store frontages and shopping halls.



KaDeWe x Stone Island



KaDeWe x Skims



KaDeWe x Ralph Lauren



EUROPEAN LUXURY STORES ENTER A NEW ERA

CAPTIVATING THE HEARTS OF SHOPPERS

Revamping of shopping halls is delivering unforgettable new experiences at European stores loved by generations for their luxury and quality, with exclusive new merchandize collections to celebrate their transformation as they progress into a new era. World-class shopping has never been more accessible or more memorable.



De Bijenkorf Renovation



Globus Bellevue

A NEW WORLD OF GOURMET INDULGENCE OPENS IN ZURICH

Globus Bellevue has reopened with an entirely new concept as a cherished rendezvous point for gourmets in the heart of Zurich, offering irresistible explorations of the finest in epicurean indulgence throughout two levels of the store.





DUSIT CENTRAL PARK

A WORLD-CLASS MIXED-USE
DEVELOPMENT AT BANGKOK'S MOST
PRESTIGIOUS ADDRESS

Integrating urban vibrancy with lush park life, Dusit Central Park will add a dramatic new architectural dimension to Bangkok's skyline, offering exceptional connectivity and unrivalled lifestyle experiences.

Unveiling a groundbreaking retail and workplace environment under the brand Central Park, this mixed-use development encompasses a five-star hotel, premium office space and ultra-luxury residences, and will be a dynamic community for global citizens of the future.





Centara Grand Lagoon Maldives



CREATING HOLIDAY MOMENTS

ACROSS MULTIPLE DESTINATIONS

The choice of a vacation destination and the style of break desired is becoming ever wider with Centara's continual growth. New hotels and resorts are opening in new destinations at home and overseas, with new concepts, exciting new guest experiences for holiday makers of all ages, and always the warmest of welcomes.



Centara Grand Osaka



Central Nakhon Sawan

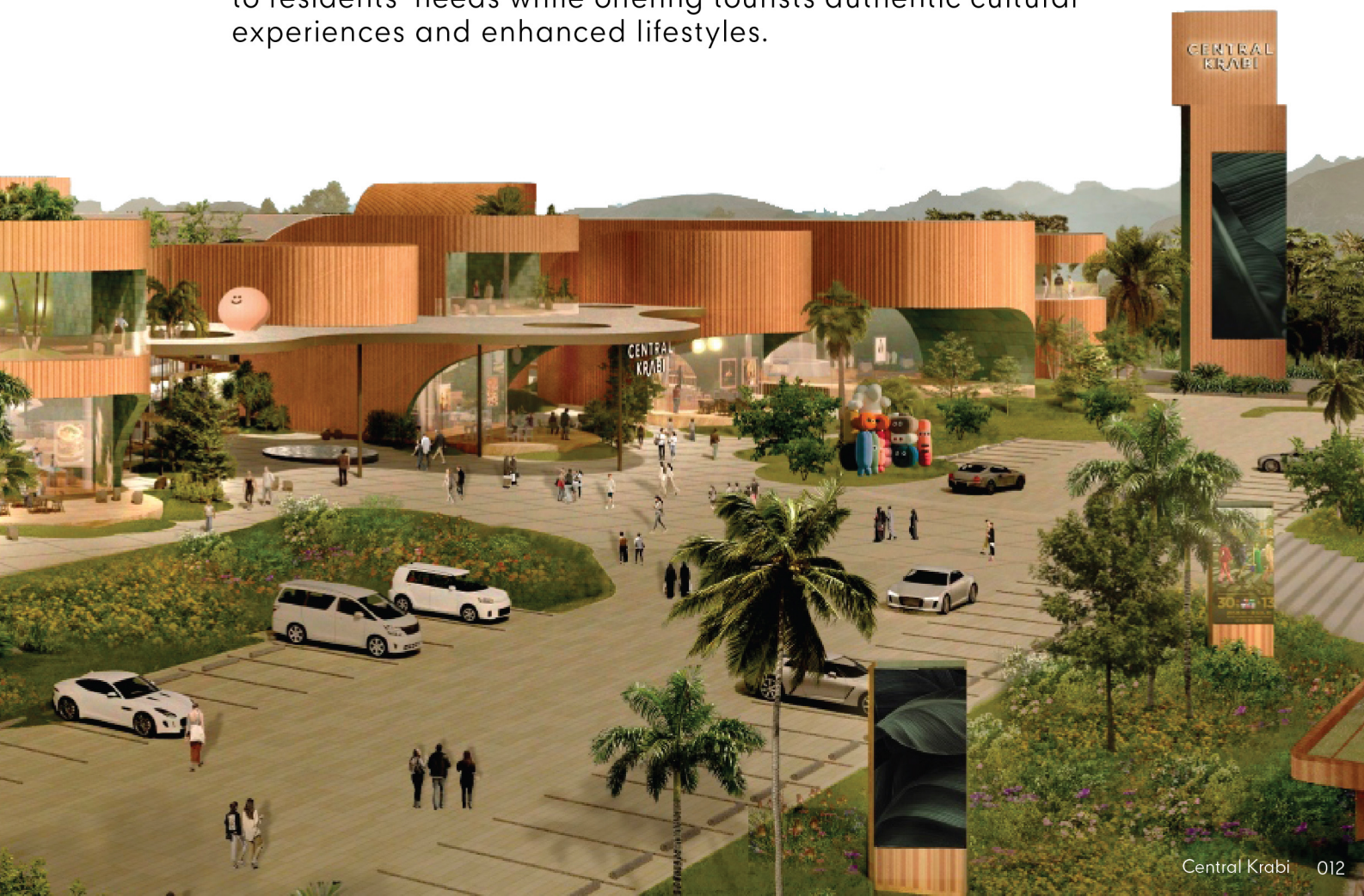
PIONEERING NEW LANDMARKS FOR RESIDENTS AND TOURISTS





Central Nakhon Pathom

Under the branding *Imagining Better Futures for All*, these mixed-use developments aim to be the community heart in every location, enhancing the quality of life across Thailand. They also serve as key destinations in major cities, catering to residents' needs while offering tourists authentic cultural experiences and enhanced lifestyles.





Central Bangna





Central Pinklao

DISTRICTS OF THE FUTURE

With a future-fluent transformation strategy and new masterplanning, these established stores in Bangkok continue evolving to meet shoppers' increasingly sophisticated lifestyles. As the center of their community, the developments redefine retail experiences and enhance the urban landscape.



Central Chaengwattana 014



GROWING THE FOOD ECOSYSTEM

GO Wholesale was established in 2023 and offers a wide range of fresh produce, ingredients and services for food professional customers, especially small retailers and the hotel, restaurant and catering sectors. Initiatives include skills development and capability-building programs designed to empower small businesses, enabling them to operate more efficiently and achieve sustainable growth.



GO Wholesale presently has 10 branches (as of December 2024)



Nama Buffet

FOOD TO DELIGHT AT ANY TIME ANYWHERE

New restaurant brands are expanding the choice of dining across the nation, together with an increasing number of branches, satisfying all tastes at any time of the day. Along with the new experiences comes advanced technology in ordering and service to fulfill and enhance the expectations of diners at every level.

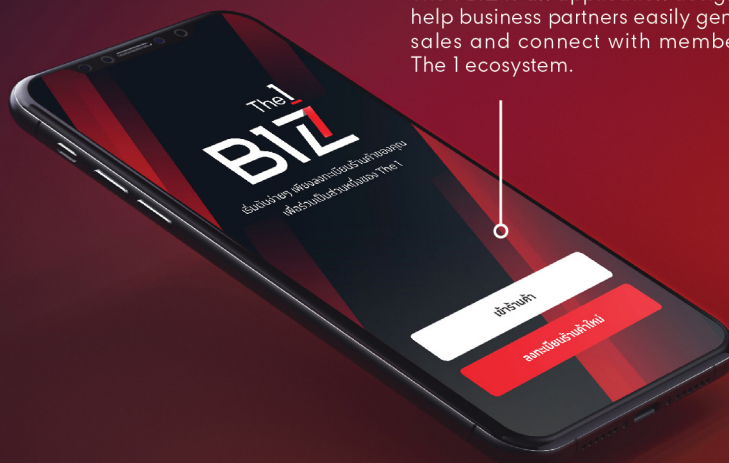


Nak-La Mookata



KFC Ladprao

DIGITAL TECHNOLOGY DRIVES INNOVATION



The 1 BIZ is an application designed to help business partners easily generate sales and connect with members in The 1 ecosystem.

The 1 has solidified its leadership as Thailand's No 1 digital lifestyle and loyalty platform. At the heart of its success is The 1 BIZ, a data-driven solution that empowers partners with 360-degree customer insights, driving remarkable outcomes for businesses of all sizes. A strategic collaboration with Central Pattana, the application has strengthened the ecosystem

by integrating shopping mall tenants, expanding customer reach and delivering enhanced, data-informed shopping experiences. The 1 BIZ redefines the loyalty landscape and positions The 1 as an indispensable partner, paving the way for sustainable growth and unparalleled value for both members and businesses.



Central Pattana x EDC Data Center

A new data center will open soon to further unlock growth potential and support customer lifestyle and value throughout the entire omnichannel ecosystem.



THE ULTIMATE SPORTS DESTINATION

Supersports has unveiled a new store in Central Chidlom that offers a dynamic and unparalleled shopping experience for sports enthusiasts. Highlights include Bangkok's longest sports performance shoes wall with an unmatched range of options, a remarkable collection of golf clubs and professional golf fitting services, and the first-ever Wilson Lab in Southeast Asia. This exceptional destination sets a new standard in sports equipment for all levels of player and athlete.



Wilson Lab



Golf Collection



REV RUNNR

Specialist new arrival REV RUNNR, with its premium performance running shoes, clothing and accessories, and its expert in-store consultations, adds up to the ultimate for road and trail runners alike.

Mardi Mercredi



Mardi Mercredi

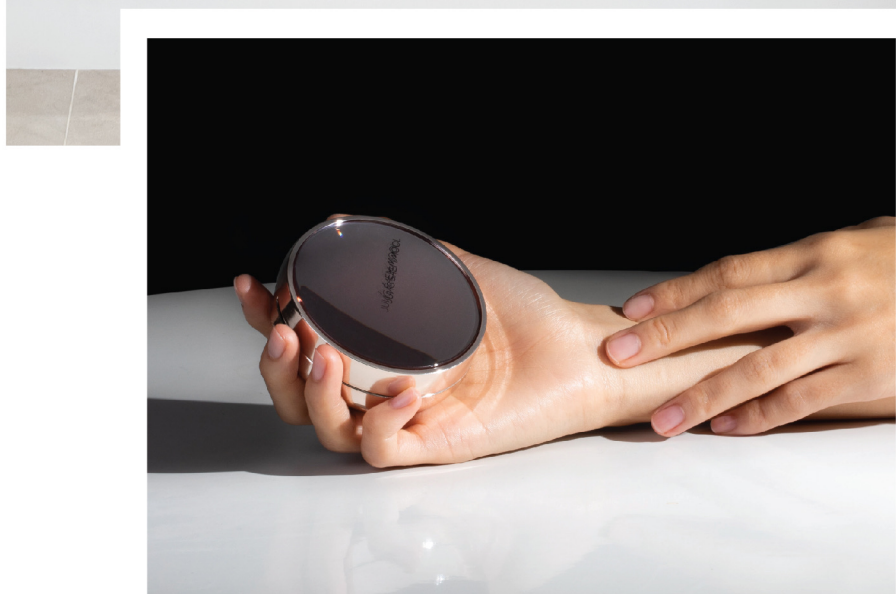
NEW BRANDS TO STAY AHEAD OF GLOBAL TRENDS

World renowned fashion-forward brands are bringing new and stylish ideas, offering shoppers the opportunity to stay ahead of ever evolving global trends with fresh and innovative lifestyle concepts.





Paul Smith



Jung Saem Mool

Paul Smith

EMBRACE THE WORLD OF ART

Central Group has always embraced the concept of bringing art into the lives of everyone and of promoting the careers of artists. Exhibitions and galleries in Thailand, and artworks displayed in overseas exhibitions provide platforms for creativity, while youth art programs foster the next generation of talent.



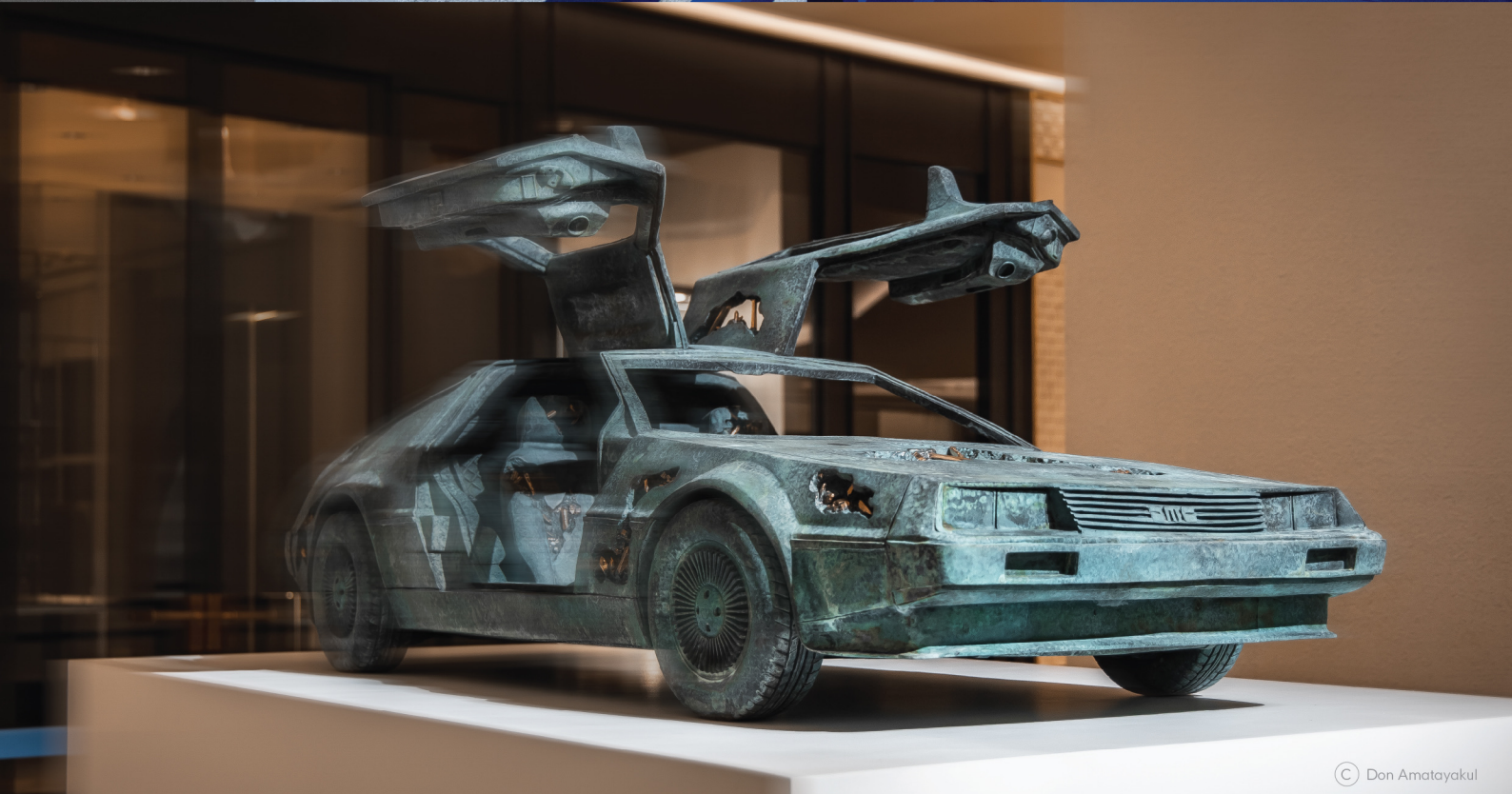
Supporting artists at Biennale Arte 2024 in Venice



Jing Jai Gallery, Chiang Mai

ART SPACE FOR EVERYONE

Jing Jai Gallery is a contemporary art exhibition space, part of Central Group's mission to foster creativity and bring art into everyday life. Located in the heart of Chiang Mai, the gallery is a venue for presenting diverse perspectives and thought-provoking works, and also simply a quiet spot for relaxing and contemplation.



ART WITHOUT LIMITS

Increasing emphasis on incorporating art into public spaces is bringing intriguing concepts into the daily lives of everyone, such as inviting globally renowned artist Daniel Arsham to stage an extraordinary exhibit as part of Central Embassy's 10th anniversary celebrations.

GOOD DESIGN FOR GOOD DEEDS

Good Goods is a local wisdom brand driven by Central Tham, a social enterprise promotion project that supports and extends the creative and artisan skills of each community, developing products with contemporary designs that still retain their local identity.



Good Goods Central Phuket Floresta



Good Goods Chiang Mai



Good Goods returns all profits from product sales to build the community, improve people's quality of life, help conserve and restore the environment, and preserve local culture so that it continues in Thai society.

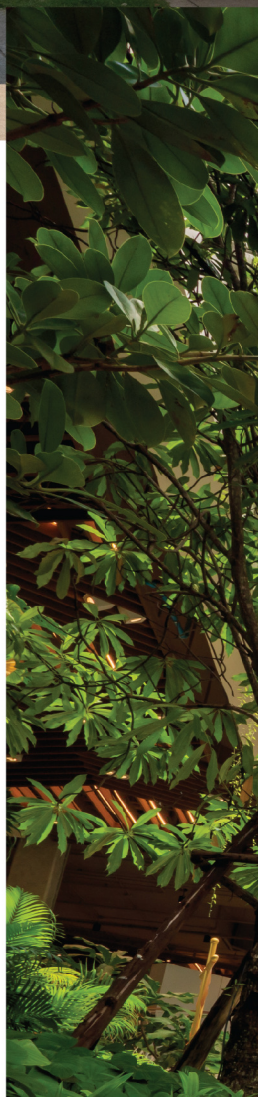


Good Goods x ISSUE





Selfridges London



RESPONSIBILITIES FOR THE FUTURE

We have embedded sustainability into the way we operate our business, creating a positive impact for future generations. Among all our initiatives, Central Tham has been the key program that collaborates with local communities and actively promotes social and environmental responsibility alongside stakeholders. We aim to integrate our platforms to foster sustainable development for all.



Jing Jai Market, Chiang Mai



Robinson Lifestyle Ratchapruk



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