

CENTRAL TIMES

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THE LIVING LANDMARKS
Shaping the cityscape for new lifestyles

CENTRAL PARK

RETAIL REIMAGINED AT
BANGKOK'S CITY CORE





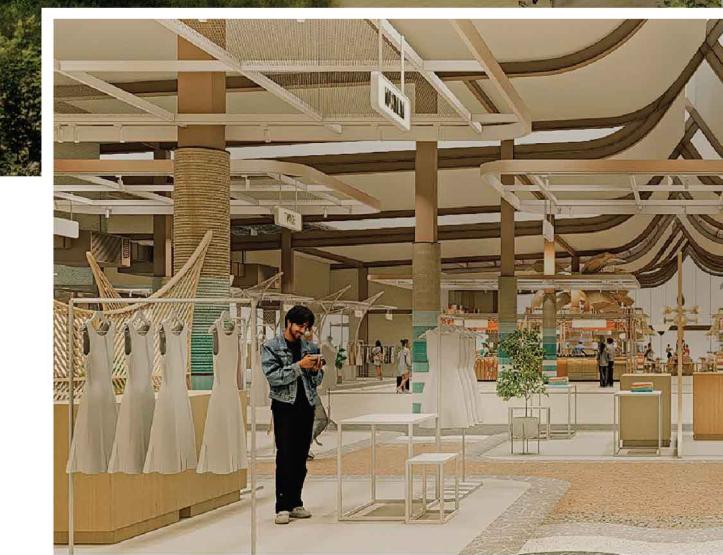
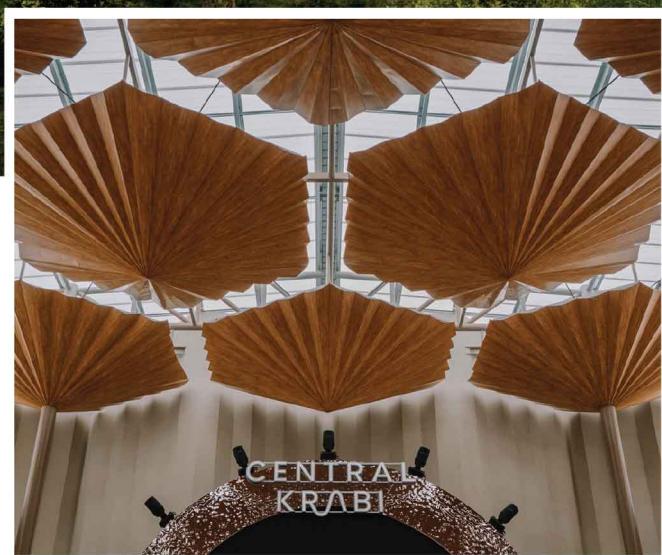
Central Park is a one-of-a-kind urban development, seamlessly weaving world-class retail, prime workplaces, the famed Dusit Thani Hotel, and luxury residences into the cityscape, creating Bangkok's most prestigious address. Located at the crossroads of the city's financial and commercial districts, Central Park is a complete day-to-night destination with more than 550 global and

Thai brands, top restaurants, cafés and street food, fashion labels, and premier tech names. Thailand's largest roof park, three acres of aerial greenery, merges visually into Lumpini Park in a cascading hillside design from the 6th to the 4th floors, revealing sweeping 180-degree views. Designed with future flexibility, this living landmark will remain at the heart of Bangkok for generations to come.

CENTRAL KRABI

NEW LANDMARK DISTILLS THE ESSENCE OF KRABI

Blending nature, culture, and contemporary living into a harmonious destination, Central Krabi stands as the province's first sustainable lifestyle shopping destination and mixed-use development. Spanning 45 acres and designed to reflect Krabi's distinctive charm, it serves local communities while elevating the city to world-class tourism status. The project encompasses a shopping center with over 300 global and local brands, the Phyll Krabi condominium, Baan Ninja residences, and a hotel.







TOPS DAILY X TOPS WINE CELLAR X THE BAKER





TAKE A GLOBAL FOOD JOURNEY ACROSS THAILAND & VIETNAM

Foods of the world are to be found when journeying across Thailand and Vietnam. Explore GO! Hypermarket, GO! Mall, and Mini GO! in Vietnam. In Thailand there is GO WHOLESALE, TOPS FOOD HALL, TOPS, TOPS DAILY and TOPS Special Hybrid Format that includes TOPS DAILY, TOPS WINE CELLAR and THE BAKER. Waiting to be discovered is an extraordinary variety of premium foods, artisanal produce, and international flavors that redefine everyday shopping.



GO! Ninh Thuan

Mini go! An Nhon



GO WHOLESALE

OPENING NEW HORIZONS IN ISLAND ESCAPES

Centara expands its world of memorable escapes with The Atollia, home to Centara Grand Lagoon Resort Maldives and Centara Mirage Lagoon Resort Maldives. These sister resorts, distinct in character yet united by extraordinary hospitality, offer serene luxury and vibrant family adventures, creating an unparalleled multi-island experience in the heart of the Maldives.



Centara Mirage Lagoon Resort Maldives



Centara Grand Lagoon Resort Maldives



A MOST MAGICAL CHRISTMAS WITH SELFRIDGES & DISNEY

Selfridges and Disney together created an enchanting Christmas world of magical moments, customized animation, interactive windows, and exclusive collections across stores in London, Birmingham and Manchester. In Oxford Street, the flagship store transformed with a spectacular façade and light show inspired by the Sleeping Beauty Castle at Disneyland Paris.







WINDOW ON ART WORLD

KaDeWe became a place of art and transformed its famous Berlin window frontage into a public art exhibition, as the store hosted the official welcome reception of Gallery Weekend Berlin. Ten international artists presented at the ten shop windows, the display focusing in its entirety on art without any presentation of commercial brands.



SPIRIT OF THE GAMES

Across the eight windows of Rinascente Milano Piazza Duomo, visitors are taken on an immersive journey into the Milano Cortina 2026 Olympic and Paralympic Winter Games, featuring mountain and snow settings, medals, the official mascots and the torch.

Rinascente x Winter Olympics and Paralympics 2026

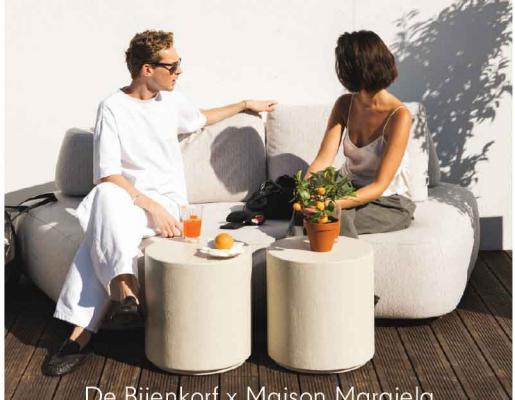




WHEN MUSIC MET FASHION

KaDeWe, Alsterhaus and Oberpollinger greeted the new fashion season with a multifaceted campaign in collaboration with music platform ColorsxStudios to transform shop windows and retail areas across all three stores into a stage of music and fashion.





De Bijenkorf x Maison Margiela



Brown Thomas x Jellycat



Beauty Hall at Selfridges



RETAIL MOMENTS THAT INSPIRED

This year's standout moments featured Maison Margiela at de Bijenkorf, a dedicated space for Ireland's Jellycat character at Brown Thomas, and a Formula 1 themed Corner Shop at Selfridges. Selfridges Birmingham unveiled the UK's largest beauty hall outside London, while Illum staged an exhibition by Danish-Turkish artist Noah Umur Kanber. KaDeWe expanded its own-brand collection with distinctive packaging inspired by tradition and modernity. The design earned multiple awards, including the Red Dot Design Award.



Selfridges x Formula 1



KaDeWe: Private Label



NEW URBAN LANDMARKS FOR DISTRICTS OF THE FUTURE

Located between Vibhavadi Rangsit and Phaholyothin, one of Bangkok's most promising urban corridors, The Central is poised to become the next-generation flagship lifestyle and shopping destination for Northern Bangkok and its neighboring provinces, appealing to both leading Thai and international brands.



Central Northville reimagines city living at Nonthaburi, with a verdant biophilic concept merging nature and architecture into a serene outdoor-in-indoor world.



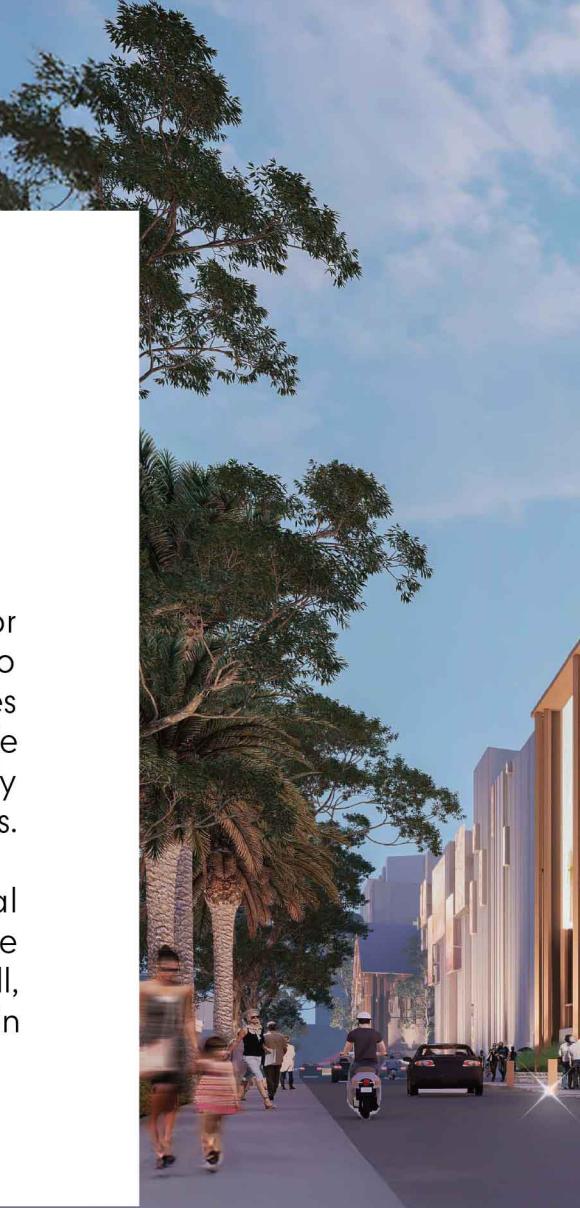
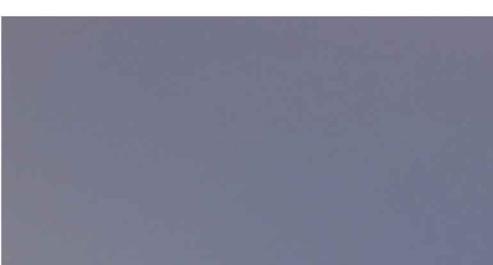
Central Khonkaen Campus brings a new dimension of urban living into a district of eminent educational institutions and medical centers.

These new landmarks are forming the core of rapidly developing districts and will help shape a pattern of living for generations to come.

TRANSFORMATIONS & URBAN HUBS REDEFINED FOR THE FUTURE

Long established landmarks are being redefined for modern living throughout Thailand. Central Pinklao and Central Bangna are both undergoing major upgrades as prime centers supporting growing communities, while Central Chaengwattana is being transformed for a rapidly expanding district of offices, affluent families, and expats.

As the main gateway to Northern Thailand, Central Chiangmai Airport is set to evolve into a mixed-use destination featuring a shopping center, convention hall, tourist attractions, and the first GO WHOLESALE in the north.



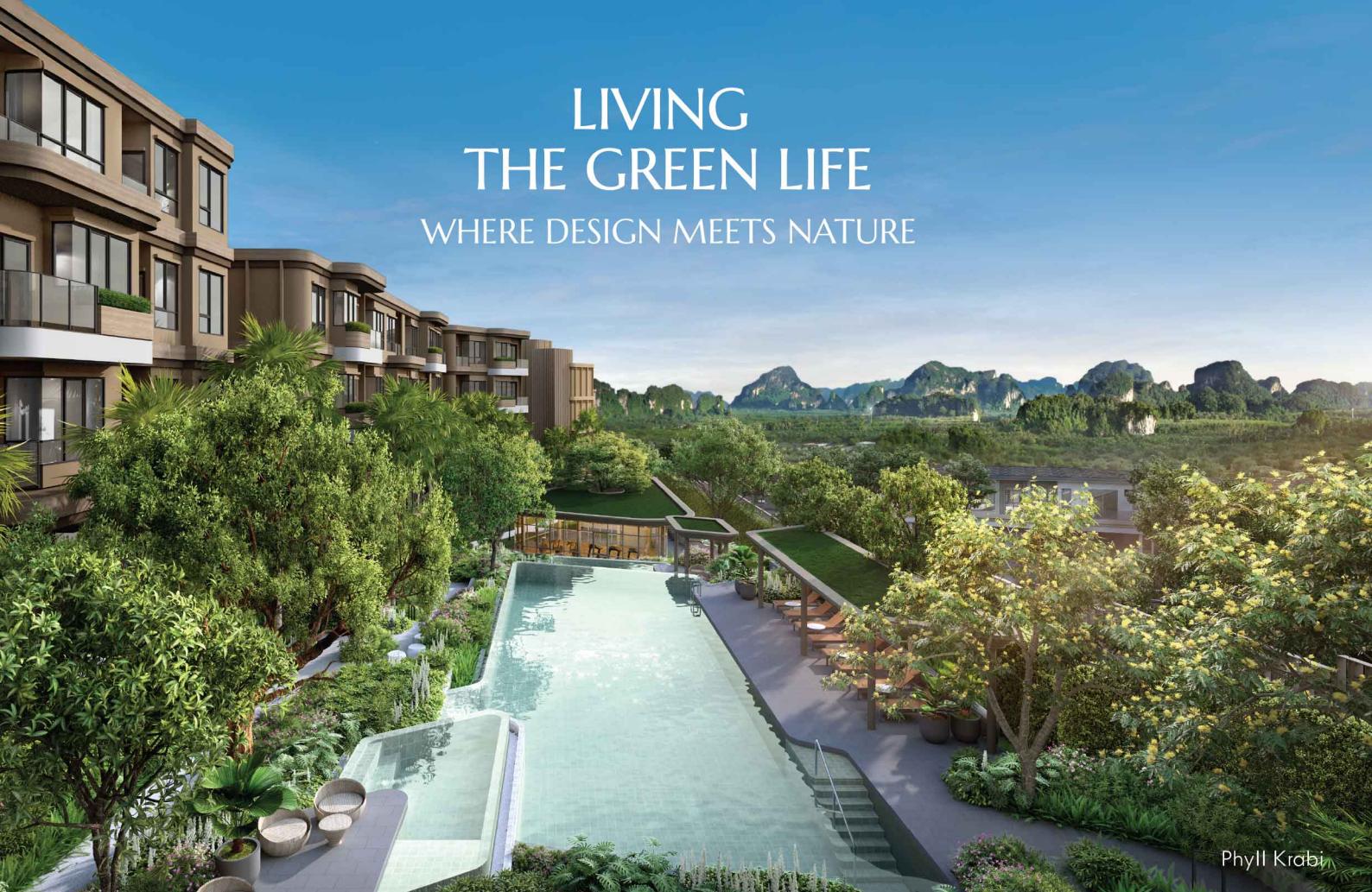


Central Chiangmai Airport



LIVING THE GREEN LIFE

WHERE DESIGN MEETS NATURE



Phyll Krabi



Baan Ninya Krabi



Architecture embraces nature, creating a new way of living with Central Pattana Residence. A Modern Tropical concept draws inspiration from the surrounding mountain landscape, shaping the detached houses at Baan Ninya Krabi, and a scenic pool and gardens inspire the design of the low-rise Phyll Krabi condominium to provide a tranquil setting for residents. Nature also goes high-rise, with Phyll Khonkaen integrating generous green spaces and unobstructed panoramic city views.



Phyll Khonkaen



NEW FLAVORS ENHANCE EVERYDAY MOMENTS

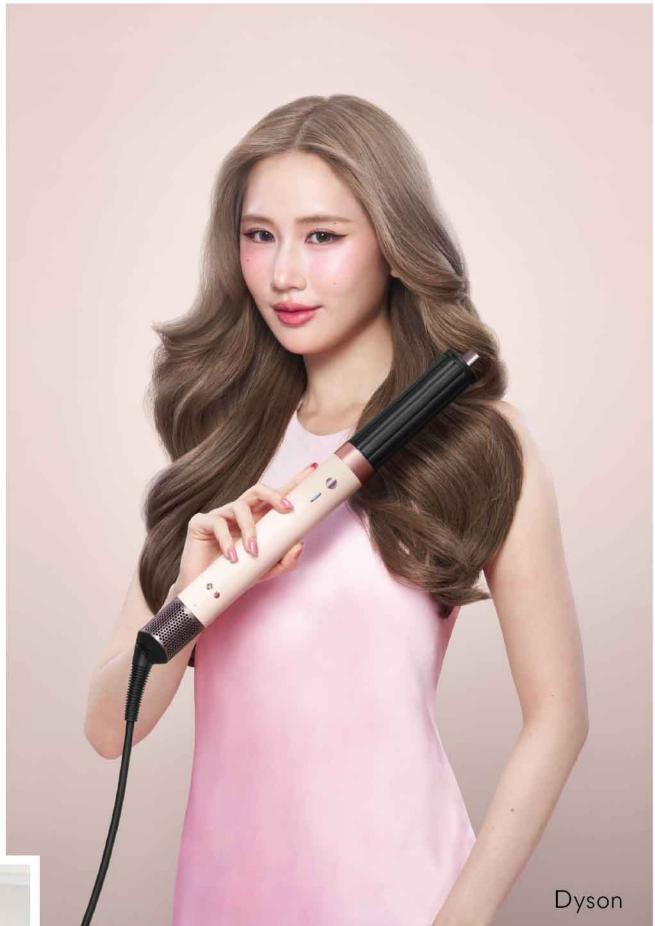
Innovative restaurant brands invite food lovers to explore new tastes. Katsu Midori Sushi, Japan's premier conveyor-belt sushi chain, has opened its first branch in Thailand, while OOTOYA debuts its premium OOTOYA OKI shabu and sukiyaki restaurant and also unveils a high-end rebrand with the flagship concept store OOTOYA TOKUSEN. Busan-based Kiani expands homemade-style Korean cooking in Bangkok, and long-time favorite Mister Donut unveils its first new concept store, bringing fresh quality and creativity to connect with today's lifestyle.



Ralph's
COFFEE
RALPH LAUREN

GLOBAL BRANDS INSPIRE MODERN TRENDS IN LIVING

New into Thailand come global lifestyle brands reflecting diverse trends. Ralph's Coffee is a cool café from a premier American fashion designer, AVEDA beauty and wellness products are created by the world's leading plant-based hair and skincare producer, with Dyson and SharkNinja present advanced technology in vacuum cleaning, domestic appliances, and personal grooming from the US and UK. High-performance HEAD tennis rackets are also now available nationwide and online for professionals and passionate players alike through Supersports.



Dyson



Ralph Lauren



Aveda



HEAD



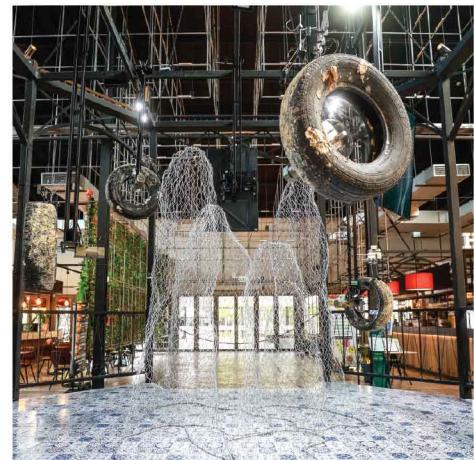
SharkNinja

CREATIVITY FLOURISHES NATIONWIDE

Central Group actively promotes art and design, bringing art into the lives of everyone through landmark cultural experiences. Highlights include supporting the Thailand Biennale Phuket 2025, presenting the public art installation KAWS: HOLIDAY THAILAND, and celebrating Central Department Store's 78th anniversary at Central Chidlom with the spectacular Flower Festival.



KAWS: HOLIDAY THAILAND | Central Embassy (Local Partner)



Thailand Biennale Phuket 2025



78th Anniversary Flower Festival



EXPANDING THAI CRAFT FOR A NEW GENERATION

Good Goods has grown its footprint with four new stores at Central Pattaya, Central Park Bangkok, Central Krabi, and Central Chiangmai Airport, deepening its national presence across destinations that attract large numbers of Thai and overseas visitors, and promoting locally crafted designs that preserve Thai culture. Collaborations with local designers are nurturing the growth of the local sustainable fashion industry, and have led into the new direction of handcrafted goods.



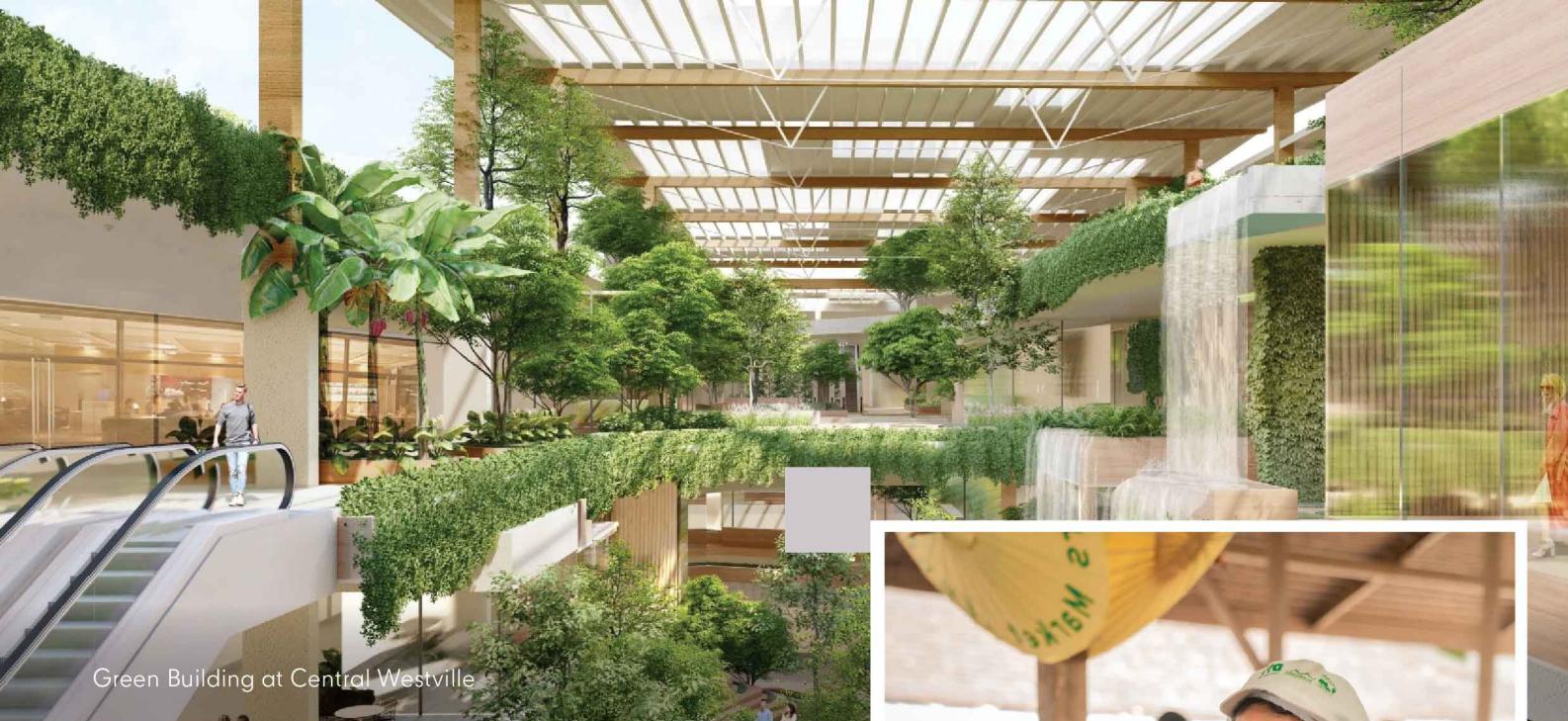
Mae Tha Sustainable Organic Farming Community, Chiang Mai



Jing Jai Mahanakorn at centralwOrld



Jing Jai Market Chiang Mai



Green Building at Central Westville

WORKING TOGETHER WE ARE BUILDING A SUSTAINABLE FUTURE

Sustainability lies at the heart of everything done by Central Group. Through community development, sustainable design, and circular innovation, we create spaces that inspire responsible living and encourage communities to flourish. From retail through to property and hospitality, our living landmarks reflect one clear vision: we are working together for a better tomorrow.



Jing Jai Farmers' Market



Central Group Love the Earth: Zero Waste

CENTRAL GROUP

CENTRAL
RETAIL

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PATTANA

 **CENTARA**
HOTELS & RESORTS