

FOR IMMEDIATE RELEASE

Signature Kitchen launches a new concept of its retail showroom – the Signature Lifestyle Gallery@Puchong

18 June 2014, Signature Kitchen, the market leader in the local kitchen industry has launched the latest concept of its retail showroom in Puchong. Setting the benchmark for a new retail experience for homeowners, the new 6,000 sq ft Signature Lifestyle Gallery is located in a three-storey boutique bungalow at THE CUBE, a uniquely planned development designed to become a fashionable corporate and lifestyle hub in Bandar Puteri Puchong.

The premier of the new Signature Lifestyle Gallery@Puchong revealed a complete range of kitchens designed based on Signature Kitchen's philosophy of complementing a lifestyle, and not just offering a product, which makes it unique in the industry. Latest kitchen aspirations, where kitchens are aligned in accordance to customers' lifestyle and preferences, are reflected in the kitchen themes seen throughout the gallery.

Showcasing a wide range of local and imported kitchen and wardrobe systems, the gallery is exclusively zoned into zones to represent the lifestyle brands that Signature proudly carries: the Signature Kitchen Gallery, Biefbi Cucine Gallery, Signature Wardrobe Gallery, Mazzali Gallery (soon to be unveiled), Showcase Gallery and the Live Kitchen Gallery. To complete the exclusive range are imported appliances brands such as Miele, Gorenje, Franke and Ariston, urban Danish design furniture from Bo Concept, and advanced eco-lighting technologies from Megaman.

As described by Managing Director, KC Tan, *"In line with Signature Kitchen's new brand concept that places a strong focus on delivering the 'Signature' experience to its customers, the Signature Lifestyle Gallery is more than just a product showroom; it is also the place for culinary enthusiasts to delve into their passion for baking and cooking, with a lineup of cooking demonstrations, wine appreciation classes and other lifestyle related events in the months to come."* According to Tan, the Live Kitchen Gallery is an area where customers, kitchen planners and partners can share their ideas and lifestyle events in a warm and cosy ambience of an ideal kitchen setting.

A brand new kitchen display concept is also presented in the showcase area featuring smart space planning; enabling homeowners to envisage their kitchen in a 'everything-in-its-place' setting.

The Grand Opening was attended by over 100 people and officiated by the Managing Director, Mr KC Tan, together with Mr KS Lau, Signature Kitchen's Sales Director, with the highlight of the event being two concurrent chef demonstrations on imported appliances brands Ariston and Gorenje. Guests were later treated to fusion cuisine dished up by Asian Food Channel Celebrity Chef Johnny Fua and Chef Victor Siow from Las Carretas.

Currently, Signature Kitchen boasts of the largest kitchen retail network in Malaysia with 20 retail outlets locally. In addition to that, Signature Kitchen markets its products in other countries in the region, such as Indonesia, Brunei, Thailand, Philippines, Vietnam, Sri Lanka, Pakistan, Lebanon and Cambodia.

Speaking about the latest concept of Signature Kitchen's retail showroom, KC Tan added, *"Through this innovative concept, we want the Signature Lifestyle Gallery in Puchong to be an inspiring gallery that offers creative lifestyle solutions in kitchen and wardrobe systems, while allowing homeowners to experience the full functionality of the appliances."*

The Signature Lifestyle Gallery@Puchong is the first of a series of lifestyle galleries that Signature Kitchen has in its 5-year business plan; although its HQ at Kota Damansara has been practising the same concept for the past year. The next lifestyle gallery will be launched in August this year in the booming Johore Bahru market. These openings demonstrate the growing commitment of the market leader in providing a total lifestyle solution to discerning homeowners in a relaxed and cosy environment, or simply put: the 'Signature' experience.

The Signature Group

Signature is built on a tradition of trusted and reliable product quality. Our humble beginnings in 1994 as a distributor and retailer of modular kitchen systems has enabled us to keep our perspective, while consistently striving for growth. As we grew strength to strength, Signature International was incorporated and listed on Bursa Malaysia Securities Berhad in 2008.

Our Signature portfolio thrives on maintaining a good balance between project and retail clients. Architects and designers from local and international developments appreciate the unparalleled versatility offered by Signature.

As our retail clientele continues to grow, we consolidate our position as the largest retail network chain for living space solutions in Malaysia, bringing together a world of lifestyle inspirations and innovative kitchen and wardrobe ideas that offer value to homeowners.

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