

**FOR IMMEDIATE RELEASE****A Photo Day Out with Sueno at City Square Mall**

On location at Sueno Boutique, Fountain Square and the City Green Living Maze



**Singapore, 28 July 2011** – City Square Mall, owned and managed by City Developments Limited, announced today that a brand new ladies' fashion boutique, Sueno, has launched its first store as the newest addition to the mall's fashion and lifestyle tenants.

Opened by Katherine Siah and Sammi Cia - two friends who have been in the fashion business for more than a decade - Sueno adds a touch of style to City Square Mall with ladies' apparel, bags and accessories imported from Korea and Hong Kong. And the pair looks set to draw crowds to the mall with Sueno being one of only a few boutiques in Singapore to import fashion apparel from Dubai. In September, fashionistas shopping at City Square Mall will be able to add uniquely designed embellished dresses and party apparel from Dubai to their wardrobes.



Speaking about her choice of location for Sueno boutique, Katherine says, “We chose City Square Mall because of its convenient location. With its spacious corridors, relaxed ambience, ample parking and easy access, it is an ideal place keeping in mind the convenience of our customers.”

Edith Lim (featured in photos), a Singaporean exchange student based in Shanghai, spent a leisurely afternoon at City Square Mall, Singapore’s first eco mall, trying out selected outfits styled by Katherine and Sammi. She posed against the backdrop of City Square Mall’s lush eco features such as the City Green living maze, green wall at Fountain Square and the eco escalators.

“We are glad to welcome Sueno in City Square Mall on their first fashion boutique. Their collection of stylish and modern apparel and accessories is a perfect fit into our existing tenant mix,” says a City Square Mall’s spokesperson.

Sueno’s collection of stylish office apparel, casual wear, cocktail dresses, bags and accessories target trendy and style-conscious female shoppers aged 20 to 50 years old. Prices range from \$29.90 to \$290.



Developed and Managed by:  
**CITY DEVELOPMENTS LIMITED**

Customers who make a minimum purchase of S\$300 in a single receipt can apply for a membership card, which entitles them to a 10% discount off future purchases.

**Sueno is located at:**

City Square Mall

#B2-13, 180 Kitchener Road

Singapore 208539

Tel: +65 6509 3235

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**About City Square Mall**

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned & managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category).

For more information on City Square Mall, please visit [www.citysquaremall.com.sg](http://www.citysquaremall.com.sg)