

1 September 2026**SINGAPORE**

Enter the PlayVerse: City Square Mall Celebrates Japanese Pop Culture, Festive Delights, and Wellness

Relish the best of anime collectibles, a festive Mid-Autumn mooncake showcase, an electric cosplay pop-up, interactive wellness masterclasses, and upsized 3x shopping rewards



1 September 2026 — From 4 September to 11 October 2026, step into an immersive world where pop culture, festive traditions, and holistic well-being collide at City Square Mall (CSM). **Enter the PlayVerse: Shop, Play & Discover** shopper campaign brings an exciting lineup of experiential activations, exclusive collectibles, festive rewards, and community wellness initiatives to shoppers.

Matsuri Square by Simply Toys

Date: 7 to 13 September 2026

Venue: L1 Atrium



Calling all pop-culture fans and collectors! Step into Matsuri Square by Simply Toys, a vibrant retail showcase packed with exclusive merchandise, limited-time special buys, and fan-favourite collectibles. Inspired by "matsuri," the Japanese word for festival, Matsuri Square will also feature immersive and interactive character activations where you can strike a pose at three themed larger-than-life photo-op areas: step into the world of Jujutsu Kaisen and join Satoru Gojo where good clashes against evil, uncover secrets alongside Maomao in the inner court from The Apothecary Diaries, and embark on a wild supernatural adventure with Turbo Granny from Dandadan.

Mid-Autumn Fair

Date: 14 to 27 September 2026

Venue: L1 Atrium

Celebrate the festive season with a curated marketplace featuring exquisite mooncake creations from premier hotels — including The Fullerton Hotel, Orchard Hotel, Sheraton Towers, PARKROYAL COLLECTION, Frasers House, and Conrad — alongside artisanal

F&B vendors like Gin Thye, Four Seasons Durian, Eastern Rice Mooncake, JU Signatures and Halal-certified Casahana. From timeless traditional baked pastries to innovative snowskin delicacies, it's the ultimate one-stop destination to treat your family and pick up thoughtful festive gifts for loved ones.

Anime Earth by Singapore Cosplay Club (SCC)

Date: 28 September – 4 October 2026

Venue: L1 Atrium



Immerse yourself in a dynamic pop-culture marketplace spotlighting the very best of anime merchandise, cosplay culture, and unique creations by emerging artists. Visitors can engage with themed activations, discover exciting new talent, and soak in the electric energy of the local fandom community across two distinct atrium spaces throughout the week.

Atrium A hosts festival-themed booths from Monday to Sunday, adding interactive game booths to the mix over the weekend from Friday through Sunday. Meanwhile, Atrium B showcases visual-storytelling educator and the creator of Takahan Toy Art Museum, Takahan Tan's exhibition from Monday to Thursday before transforming into a bustling platform for other emerging artists from Friday through Sunday.



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As a special highlight, visitors can also join a complimentary workshop to learn how to draw on 3 and 4 October, with two sessions available per day (2:00pm to 3:00pm and 4:00pm to 5:00pm). Registration is free, and date and time slots can be selected upon signing up [here](#).

World Mental Health Day

Date: 10 October 2026

Venue: L4 Gastro Square

Take time to recharge and prioritise wellness! In collaboration with CONNECT @ City Square Mall and Temasek Polytechnic, this meaningful community initiative brings together education, self-care, and creative expression. Shoppers can head down to check out “You Matter”, an interactive educational booth by The Salvation Army Youth Development Centre. Dedicated to encouraging greater awareness of mental well-being and self-care, the event also highlights the Centre’s youth mental health and development services designed to support the younger generation in building resilience and reaching their potential. Additionally, visitors can look forward to a dedicated wellness exhibition by Temasek Polytechnic.

Exclusive Rewards and Eco Mama Collectibles with CityNexus Rewards

While you’re at CSM, take advantage of the wide range of attractive rewards on the CityNexus ([Android](#) | [iOS](#)) app! CityNexus is CDL’s lifestyle app that brings together shopping, rewards, and digital conveniences across its mall portfolio, anchored by CityNexus Rewards, its lifestyle and loyalty programme.

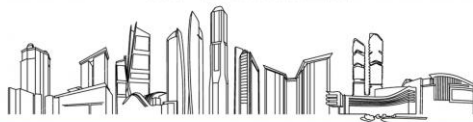
From 4 September to 11 October, shoppers can enjoy upsized rewards through the CityNexus app, including 3x CityNexus Rewards points with a minimum spend of \$20. Additionally, shoppers can qualify to redeem a traditional Japanese game, a yukata experience for up to a family of 4, a 2-piece Mooncake set (worth \$30), a \$5 CDL e-Voucher, or an Eco Mama bag charm plushie with minimum spend.



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\$5
E-VOUCHER

SPECIMEN



Earn 3x points with minimum \$20¹ spent at all outlets. Limited to 3,000 redemptions and 1 per user daily.

¹For the first successfully approved receipt and capped at 1 per user daily.

Base point: \$1 spending for 1 point (Participating outlets), \$5 spending for 1 point (Don Don Donki / FairPrice Supermarket / Food Republic).

Max. earnings of 1,000 points per account per day.

With \$120 or \$170² spent, shoppers can redeem an Eco Mama bag charm plushie and \$5 CDL e-voucher.

Maximum of 3 combined receipts. Limited to the first 2,000 redemptions.

²If inclusive of receipts from Don Don Donki, FairPrice Supermarket, Lifescan Imaging, Little Haven Family Clinic, Minmed Clinic, Q&M Medical & Dental and/or schools.

With \$50 or \$100² spent at participating B2 Stores, Entertainment, Gifts & Hobbies categories, shoppers can redeem a 2-piece Mooncake set (worth \$30).

Maximum of 3 combined receipts. Limited to the first 100 redemptions. Valid from 14 September to 27 September.



With \$20 spent in a single receipt, shoppers can redeem either a traditional Japanese game (Supā Bōru Sukui - Super Ball Scooping) or a yukata experience for up to a family of 4 at the Anime Earth by Singapore Cosplay Club (SCC) game booth at L1 Atrium.

Limited to the first 500 redemptions daily.
Valid from 2 October to 4 October.

For more details on the promotions and activities, visit www.citysquaremall.com.sg or check out City Square Mall's [Facebook](#) or [Instagram](#) page.

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About City Square Mall

With more than 200 retail, entertainment and lifestyle stores spread across 455,000 square feet, City Square Mall has every family's favourites including Adidas Outlet, Cotton On, Decathlon, Don Don Donki, Golden Village, MST Golf Super Store, FairPrice Supermarket and Uniqlo, as well as over 70 food and beverage outlets, including Food Republic, Xiao Jiao Tian Sichuan Cuisine, Chef Vo Quoc Vietnamese Cuisines, Astons Steak & Salad and more outlets opening soon such as Luckin Coffee, Saap Saap Thai, Omega Pork Noodles and Seoul Garden and Seoul Garden HOTPOT & CAFÉ. The mall is a one-stop destination for everyone in the family with a convenient location above Farrer Park MRT Station (NE8), numerous amenities and facilities, nursing and family rooms, diaper-changing stations and offers complimentary use of its baby strollers, kiddy carts and wheelchairs.

Offering the perfect ambience to shop and play amidst an eco-learning environment, City Square Mall is an ideal venue for 3-Generation (3G) families to interact and bond through its diverse retail mix to cater to the varied needs of families. The mall has recently welcomed the inclusion of a new community space 'CONNECT @ City Square Mall', which offers wellness support programmes for children and families.



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Consistently award-winning in the areas of family, retail and green leadership since its inception, City Square Mall is Singapore's first retail mall to be recognised and awarded with the BCA-MSF Universal Design Mark for Family-Friendly Business Platinum Award in 2018, and was awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has also been awarded the BCA Green Mark Platinum award since 2007, showcasing the exemplary green projects. The mall is also the first retail space in Singapore to be bestowed with the top-tier Green Mark Pearl Prestige Award in 2018 for its strong commitment in achieving greater environmental sustainability.

In addition to these achievements, City Square Mall was recently awarded the Platinum Award for SG Cares Giving Week by National Volunteer And Philanthropy Centre (NVPC) for its efforts. A family-friendly hub that supports the community, the mall continues to provide a vibrant space for shoppers to connect and create lasting memories. City Square Mall is developed and managed by City Developments Limited.

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