

MEDIA ADVISORY

Jewel Changi Airport ushers in a phenomenal Year of the Snake with first POP MART Chinese New Year-themed installations in Southeast Asia



Celebrate the Year of the Snake with POP MART at Canopy Park

Singapore, 10 January 2025 – Get ready to welcome Lunar New Year at Jewel Changi Airport (Jewel), where POP MART joins forces with Jewel to create a festive wonderland!

Jewel will be the only destination outside of China where POP MART's Chinese New Year themed installations can be found. From today till 28 February, this collaboration showcases POP MART's signature blend of art and storytelling through stunning installations, exclusive collectibles, and festive promotions to create unforgettable moments. Visit Jewel this Chinese New Year for a celebration filled with joy, prosperity, and dive into the world of POP MART!

Strike a pose with POP MART characters

Canopy Park (located at Jewel's topmost floor) will showcase captivating installations from POP MART's Chinese New Year series, *Wealthy Snake's New Year Celebration*, that includes the first block blind box set and New Year-themed products inspired by traditional Chinese culture.



Canopy Park entrance

Visitors to Canopy Park will be warmly welcomed by Sweet Bean and PINO JELLY, beckoning the arrival of guests to Canopy Park and into this POP MART paradise. Then, meet with MOLLY, SKULLPANDA, LABUBU, DIMOO, Hirono and CRYBABY at Petal Garden amidst a display of festive florals. Witness a whimsical concert by LABUBU at Source Pool or follow HACIPUPU as he embarks on a delightful journey through a magical forest near Discovery Slides.



LABUBU at the Source Pool



HACIPUPU at the Discovery Slides

At Foggy Bowls, pose with more POP MART characters including MOLLY, SKULLPANDA and DIMOO from various popular series - DIMOO from the "Weaving Wonders" series, MOLLY from the "School Life of MOLLY" series, and SKULLPANDA from the "Warmth" series.



DIMOO



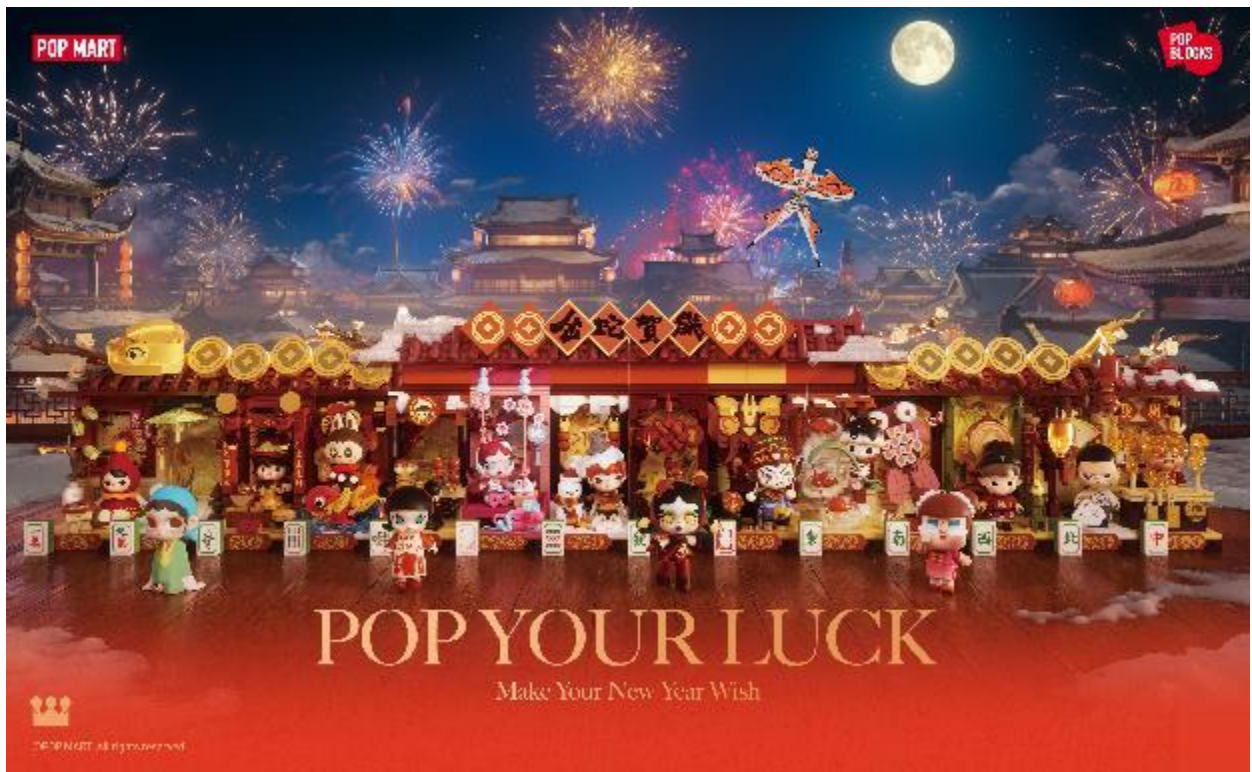
MOLLY



SKULLPANDA



Artist's impression – First-ever POP MART mahjong set in collaboration with Jewel



Exclusive launch of the "POP MART Wealthy Snake's New Year Celebration – Fortune Hand Series Block Figures" series

POP MART fans will also be among the first in Singapore to own the coveted “POP MART Wealthy Snake’s New Year Celebration – Fortune Hand Series Block Figures” with its exclusive launch at POP MART’s Jewel store on 10 and 11 January. And for the first time globally, POP MART has partnered with Jewel to create a unique and exquisite POP MART-themed mahjong set, inspired by its Wealthy Snake’s New Year Celebration – Fortune Hand series, infusing the traditional game with the playful charm of its iconic characters! Accumulate a minimum spend of S\$388 (with at least one receipt of S\$50) in the same-day to pre-purchase the limited-edition POP MART mahjong set at S\$298 that includes a free pair of Mastercard Canopy Bridge tickets worth S\$27.80.

Win business class tickets to Taipei on STARLUX Airlines



Welcome the Year of the Snake with STARLUX Airlines at Jewel

Kickstart your travel adventures in the new year with STARLUX Airlines at Jewel! With a minimum spend of S\$38 in a single receipt at Canopy Park, visitors will receive a scratch-and-win card for a chance to win a pair of business class tickets to Taipei, courtesy of STARLUX Airlines. Other exciting prizes include Jewel tenant vouchers, attraction vouchers, retail vouchers, and adorable Jewel mascot plushies. You can also redeem an adorable POP MART Chinese New Year sticker pack with the same receipt.

Plus, discover incredible travel deals on STARLUX flights to Taipei, Los Angeles, San Francisco, Seattle, and Japan. From 10 January to 16 February, simply scan the QR codes on the red packets adorning the kumquat plants located at Jewel's Level 2 entrance, and at the entrances of the two linkbridges at Level 3 (connecting Terminal 2 and 3).

These exclusive discounts are applicable for travel between 10 January and 20 November 2025.

While you're at Jewel shopping for Chinese New Year goodies, updating your wardrobe, or enjoying a reunion dinner, don't forget to redeem a S\$10 Jewel Gift Voucher with every \$150 spend (maximum 3 same-day receipts) when you pay with your UOB credit card.

For more details, visit the campaign page at <https://www.jewelchangiairport.com/en/promotion/spring-into-POPsp erityy-with-POPMART-at-Jewel.html>

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About Jewel Changi Airport (www.jewelchangiairport.com)

Jewel Changi Airport (Jewel), a world-class multi-dimensional lifestyle destination in Singapore, is developed by Jewel Changi Airport Trustee Pte. Ltd., a joint venture by Changi Airport Group and CapitaLand. Jewel is located at the gateway of Changi Airport.

Designed by world-renowned architect Moshe Safdie, Jewel features a distinctive dome-shaped facade made of glass and steel, making it an iconic landmark in the airport's landscape. At 135,700 sqm in size, it offers a range of facilities including airport services, indoor gardens and leisure attractions, retail and dining offerings as well as a hotel, all under one roof. These unique offerings in Jewel are envisaged to enhance Changi Airport's appeal as a premier air hub.

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About POP MART

POP MART is a rising global force in pop culture and entertainment. Our purpose is to celebrate daily moments and inspire through designer toys and fun experiences. Our focus is IP incubation & operations, designer toys & retail, theme parks & experiences, also digital entertainment. POP MART has over 500 stores in 30+ countries and regions, more than 2,300 ROBOSHOPs and e-commerce. We manage & represent incredible artists from all over the world. Our roster spans dozens of iconic characters, like MOLLY, DIMOO, SKULLPANDA, THE MONSTERS, HIRONO and more. With our IP characters, we create iconic cross-overs. Our mission is to light up passion & bring joy around the world. POP MART is not just a brand, it's a galaxy of creative possibilities.