

## New hangout for ardent shoppers

Saturday, 25 March 2017  
BY EMILY K.



Lions greeting the VIPs during the grand opening of MyTown Shopping Centre. — Photos: LOW LAY PHON/The Star

LOOKING for a new meeting place in Kuala Lumpur?

Check out the new MyTown Shopping Centre and Ikea Cheras, which boasts 148,645sq m of retail space.

The new mall in Jalan Cochrane offers shoppers alfresco dining, a 0.8h outdoor park, a sunken garden with amphitheatre-style seating, outdoor canopy and more than 400 retail stores.

It also hosts a brand new Ikea outlet.

Boustead Holdings Bhd group managing director and deputy chairman Tan Sri Lodin Wok Kamaruddin said the opening of MyTown was a momentous occasion for Ikano and Boustead as it signified the successful cooperation between the two companies.



(From left) Boustead Ikano Sdn Bhd director and Ikea South-East Asia chief financial officer Lee Hartigan, Boustead Holdings Property divisional director and Boustead Ikano Sdn Bhd director Datuk Seri Ghazali Mohd Ali, Rojkjaer, Lodin, Boustead Ikano Sdn Bhd director and Boustead Holdings Industrial divisional director Datuk Koo Hock Fee, Boustead Holdings Property division chief financial officer and Boustead Ikano Sdn Bhd director Cheah Swee Choo, Ikea South-East Asia expansion director Sebastian Hylving, MyTown Shopping Centre general manager Joakim Hogsander and Ikea South-East Asia shopping centre director and Boustead Ikano Sdn Bhd director Thomas Malmberg at the grand opening. "Our MyTown Cochrane journey started in 2009 when the land was first identified.

"It made good commercial sense to have a shopping centre seamlessly connected to Ikea.

"Hence, we jointly own, develop and manage MyTown on a 50:50 collaboration basis," he said.

Lodin added that the upcoming MRT underground station at Cochrane, expected to be operational in July, will further elevate the value of the development.

"The mall was designed and built to Green Building Index standards, and will soon receive the GBI certificate," said Lodin, who is hopeful of achieving full occupancy by the end of the year.

Ikea South-East Asia managing director and Boustead Ikano Sdn Bhd director Christian Rojkjaer also expressed his gratitude to Boustead partners, the project team and the shopping centre team for making the mall a reality.

"It has been an amazing journey to develop this shopping centre just minutes from downtown Kuala Lumpur, next to an MRT, and with great access from highways, broad roads around the centre.

"And it's next to our Ikea store.

"Our architects have designed MyTown with the customer in mind. We have included rainwater harvesting, LED light fittings, locally sourced building products, material recycling and, soon, we will be installing solar panels on the rooftop.

"MyTown also has a total of 6,500 parking spots for our shoppers' convenience.

"Since opening the first Ikea in Bandar Utama 21 years ago, it has consistently ranked among the most visited among more than 390 other Ikea stores worldwide.

"Ikea Cheras, the biggest in Malaysia, plays a key role in creating a unique tenant mix in the mall," Rojkjaer said.

Other MyTown Shopping Centre anchor tenants include Parkson Department Store, Golden Screen Cinemas, Village Grocer, Food Empire, the largest Zara in Malaysia and the country's first flagship Best store.

The mall will also feature new international retailers such as Spetta Espresso Bar from Australia, Hillstreet Coffee Shop and The Dark Gallery from Singapore, and HLA and Hotwind from China.

The shopping centre is easily accessible from the MEX Highway, Jalan Tun Razak through a new flyover onto Jalan Nakhoda Yusof and from the Kampung Pandan roundabout through Jalan Cochrane.

The MEX ramp, when completed in June, will enable shoppers to drive directly into the MyTown carpark.

Shoppers taking the MRT will enter the basement through a tunnel link when Stage 2 of the MRT Line and the Cochrane Underground MRT station is completed.

To celebrate the grand opening, various tenants have lined up exciting events and contests with attractive prizes.

Some of the activities include Earth Hour Special (March 24 to 26), I Love Bazaar (March 25 to 26), Virtual Reality Challenge (April 1 to 16), School Performances from KL Vicinity (April 1 to 16), Arts & Crafts with Goosey (until April 16) and Street Art (until April 16).