

The Platinum Fashion Mall Unveils Its New Brand Image

“Platinum, Bringing Fresh Fashion to You”,

reinforcing its position as "The Best Wholesale Fashion Hub of ASEAN " to always stay beside wholesalers and retailers, both Thai and international, and to step into a new year of growth.

- Presenting a “Fresh Brand Experience” by building a strong and clear foundation for the business in all dimensions
- Shifting its position from a landlord to a business enabler to create value, inspire, and support its partners to achieve mutual growth and success
- Using online technologies including an e-commerce platform to offer greater convenience to both partners and customers and
- Adjusting the tenant store proportion to meet the “Next Normal” customer lifestyles and revamp the areas within the mall

The Platinum Fashion Mall, Thailand’s leading fashion wholesale center (the flagship business of The Platinum Group, Public Company Limited, the developer of real estates, shopping centers, hotels, residences, food courts, and office buildings), is continuing to build its new brand image through the concept “Platinum, Bringing Fresh Fashion to You” by delivering fresh fashion ideas to meet the demands of all businesses, introducing technologies to upgrade its service capabilities and improve the wholesale customer experiences in all aspects, building a network for all partners (including tenants, B2B customers and B2C shoppers, both Thai and international) and creating new business opportunities to ensure that all trading partners will grow and succeed together. As part of its campaign to reinforce its position as “The Best Wholesale Fashion Hub of ASEAN,” the Platinum Fashion Mall is changing its logo and launching the first wholesale e-commerce platform in Thailand under the name “Platinum Online.”

Ms. Suthita Chotjurangkool, Executive Vice President of The Platinum Group Plc, stated that “In the current fast-changing world, we are dealing with rapid changes in many aspects of our lives, including technological innovation, economic activity, distribution channels, trends, lifestyles, as well as the way information and news is delivered and consumed. All of these play a direct role in changing lifestyles and customer behavior across the globe. As a wholesale and retail fashion shopping center that has been standing side by side with both Thai and international wholesalers and retailers for over 16 years, and as “The Best Wholesale Fashion Hub of ASEAN” that focuses on offering fast-fashion products with weekly new arrivals, the Platinum Fashion Mall has contributed to creating trade activities that stimulate the overall economy of the country. Today, the company is ready to enhance our position by launching new corporate strategies which reflect changes in wholesalers, retailers, as well as consumer behavior. These strategies will be implemented across the board and will enable both our partners and us to thrive in the future business landscape.”

Ms. Suthita said that as part of the aforementioned strategies, the company has not only reinforced its vision to be “The Best Wholesale Fashion Hub of ASEAN”, but has also shifted its position from being a landlord to a business enabler. The company will support its partners’ success by introducing to them ideas and business opportunities, creating an impressive wholesale experience for all parties, assisting them in developing the skills and expertise required to adapt to the new normal, and helping them fulfill all their business needs. The Platinum Group will continue to bring in new ideas in fashion and make every fashion idea come true at affordable prices for all customers, thus bringing to life the concept “Platinum, Bring Fresh Fashion to You.”

Under these strategies, the Platinum Fashion Mall will offer a “Fresh Fashion” experience by generating fresh ideas in all aspects while maintaining the strengths of the Platinum as follows:

- Developing a digital platform and database management system to deliver a digital experience across various platforms as part of omni-channel strategy to seamlessly link customers around the country and across the globe to the products and services in our shopping center. Currently, the company is preparing to launch Platinum Online, an e-commerce platform that includes services to facilitate shopping, payment, and delivery activities as well as a new feature that will help customer to conveniently find stores, products, and services in the shopping mall.
- Maintaining its focus on three main customer groups: partners (i.e. tenants), B2B customers, and B2C shoppers, by fulfilling their priorities, including:
 - 1) Creating new business opportunities and increasing tenants’ efficiency, not only through the ‘Platinum Empowering SMEs’ project, but also by developing a Customer Relationship Management (CRM) system to systematically collect data on target customers, general shoppers, partners and tenants in the shopping center. By turning this big data into meaningful information and translating it to action in a fast, repeatable way, the company will be able to effectively increase the operational efficiency, bolster its strength and competitive advantages, as well as lead the organization towards sustainable development and growth.
 - 2) Adapting to the next normal by adjusting the tenant mix and resizing them to better meet the changing lifestyle of customers; for example, by expanding area for healthy lifestyle-related products and services and adding in-trend stores that will attract more customers. Currently, the company is in the process of revamping Platinum Zone 3 to be another shopping destination, with a new concept to be revealed soon. In addition, Platinum Food Center on the 6th floor will be renovated into a food destination that focuses on the variety of restaurants and food taste, while the seating area will be overhauled to improve comfort and ambiance, creating a better overall dining experience.
- Improving work processes within the organization through workflow enhancement and digitization. By digitizing the workflow, the company can standardize the work processes and reduce duplication of work. As part of this digitization, all business documents will be organized and stored electronically. This paperless solution will help reduce errors, give a quick and reliable access to the information needed, increase security, as well as reducing costs in the long term. Storing documents electronically will also help free up internal resources and costly staff time, allowing them to be allocated to more important and productive tasks that will help strengthen the company’s business.

- Modernizing the Platinum’s logo by shortening the name to “Platinum,” a name which has already been well-recognized and widely used among customers. The new logo’s color scheme will be changed to the blue-gray hue to enhance vividness while the original identity of Platinum will be preserved by retaining the original font. This is to emphasize that Platinum is adapting to change while remaining true to its core value.

The key to success of the “Platinum, Bringing Fresh Fashion to You” concept is the collaboration of all parties, including the management team, tenants, staff, and customers. All will have to contribute to the creation of the Fresh Fashion experience via products, services, promotions, and 360-degree communications. The company believes that this rebranding will further reinforce a sustainable position and strength of Platinum as “The Best Wholesale Fashion Hub of ASEAN.”

Stay tuned for new and improved Fresh Fashion experiences from Platinum Shopping Center. Immerse yourselves in a fresh and more vibrant image at www.platinumfashionmall.com or Facebook: Platinum Fashion Mall Platinum Fashion Mall.

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