Learning, Connecting and Discovering Opportunities at the Lazada Learning Festival 2022

Held from 22 to 24 February 2022, the Lazada Learning Festival 2022 brought together global speakers and experts to cover the key trends and insights shaping the future of the digital and e-commerce landscape. The 3-day virtual event centred on the themes of Transformative Digital Economy, Tech and Innovation, as well as Inclusive Leadership. Kingsmen supported Lazada by developing the microsite and virtual lobby, designing the graphics and marketing collaterals, and managing the streaming of the virtual event.

Soaring to greater heights at the Singapore Airshow 2022

The Singapore Airshow was held at the Changi Exhibition Centre from 15 to 18 February 2022. Aviation leaders from around the world gathered at the biennial event – the largest Airshow in Asia – to contribute to dialogues and exchange ideas about the global aerospace and defence sector. Kingsmen developed networking spaces that incorporated digital interactives and custom-designed stands for clients such as ATR, USA Pavilion and the Singapore Economic Development Board.

Bringing a taste of Japan to Vietnam with Miyen Japanese Fusion Cuisine

Inspired by the experience of a Japanese festival, Kingsmen Vietnam designed a restaurant that embodies the architectural aesthetics of Japan. Traditional nature elements such as cherry blossoms, chrysanthemums and bamboo adorn the walls and tables, blending harmoniously with modern natural wood and stained glass features. Each corner of the restaurant tells a different story; ancient woodblock prints on a variety of materials create a unique exhibition space within the restaurant, and a small fountain at the sushi bar brings to mind the serenity of a gently flowing stream. The façade features an Irimoya-style roof, reminiscent of temples in Japan.

Tous Les Jours bakery delights locals

Kingsmen Indonesia is pleased to support Korean bakery franchise Tous Les Jours in the unveiling of their store in Pacific Place, Jakarta. Tous Les Jours, meaning “every day” in French, boasts a delightful range of French-Asian inspired baked goods, freshly made in-store every day. The open concept store creates a welcoming environment for those eager to try their wide variety of tantalizing offerings.