



What's New at Velocity@Novena Square: Lady M Opens Today, SAM SAM SAM Samgyetang and More Coming in May

Description

Novena just got a whole lot more exciting. **Velocity@Novena Square** is welcoming a fresh wave of openings from end-April to May 2026, spanning dining, lifestyle, wellness and entertainment. Leading the charge is the highly anticipated arrival of **Lady M**, which opens today, **24 April**, with a Velocity-exclusive treat that dessert lovers will not want to miss.

Lady M Opens at Velocity with a Velocity-Exclusive Dubai Chocolate Cake

The celebrated New York confectionery brand **Lady M** makes its Velocity@Novena Square debut today (24 April), and to mark the occasion, they're offering a **Velocity-exclusive Dubai Chocolate Cake** available only at this outlet, from **24 April to 1 May 2026**. If you've been following the Dubai Chocolate trend, this is your chance to experience it in Lady M's signature mille crêpes format. Lady M will be located next to the Customer Service Counter on Level 1.



Lady M opens at Velocity@Novena Square on 24 April 2026, with an exclusive Dubai Chocolate Cake available from 24 April to 1 May. Photo: Lady M

SAM SAM SAM Samgyetang Comes to Velocity in May

Arriving in **May 2026** is **SAM SAM SAM Samgyetang (#02-46)** a Korean dining concept dedicated to traditional samgyetang (ginseng chicken soup). Spanning over 2,000 sq ft, the warm and restorative restaurant serves slow-simmered ginseng chicken soup alongside dakgomtang and other chicken-based Korean dishes. The concept comes from the team behind MODU Samgyetang, the Korean dining brand credited with popularising samgyetang as a specialty in Singapore.

New Arrivals Already at the Mall

These exciting additions join a roster of recent openings that have already livened up the Velocity scene:

- **LONGJING** now open, offering a refined dining experience
- **Dorifto! (Carpark 6A)** Singapore's first indoor electronic mini drift car experience, inspired by Japanese *touge* roads. Opened 16 April, this is built for everyone from car enthusiasts to first-timers, with a space of over 4,000 sq ft designed to make drifting safe, accessible and seriously fun
- **Dr Stretch** professional stretch therapy, now open
- **Tang Shan TCM & Massage** traditional Chinese medicine and massage, now open

Vivino, the well-known wine discovery platform, is also set to open at Velocity in May 2026.

Plan Your Visit

Velocity@Novena Square is located at **238 Thomson Road, Singapore 307683**, a short walk from Novena MRT Station. With so many new offerings arriving across dining, wellness, lifestyle and entertainment, there's never been a better time to make a trip down. For more things to do and eat in the area, check out our [Food & Drinks section](#) and our guide to [what's happening in Singapore](#).

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