



We attended the Grand Opening of Li-Ning at Plaza Singapura

Description

I remember Li-Ning as a Chinese brand that makes badminton rackets. So when my colleagues told me that we were invited as media to the Grand Opening of Li-Ning at Plaza Singapura on the 18th of October, I found it strange that Li-Ning would want to place a store at a major shopping mall along Orchard Road.

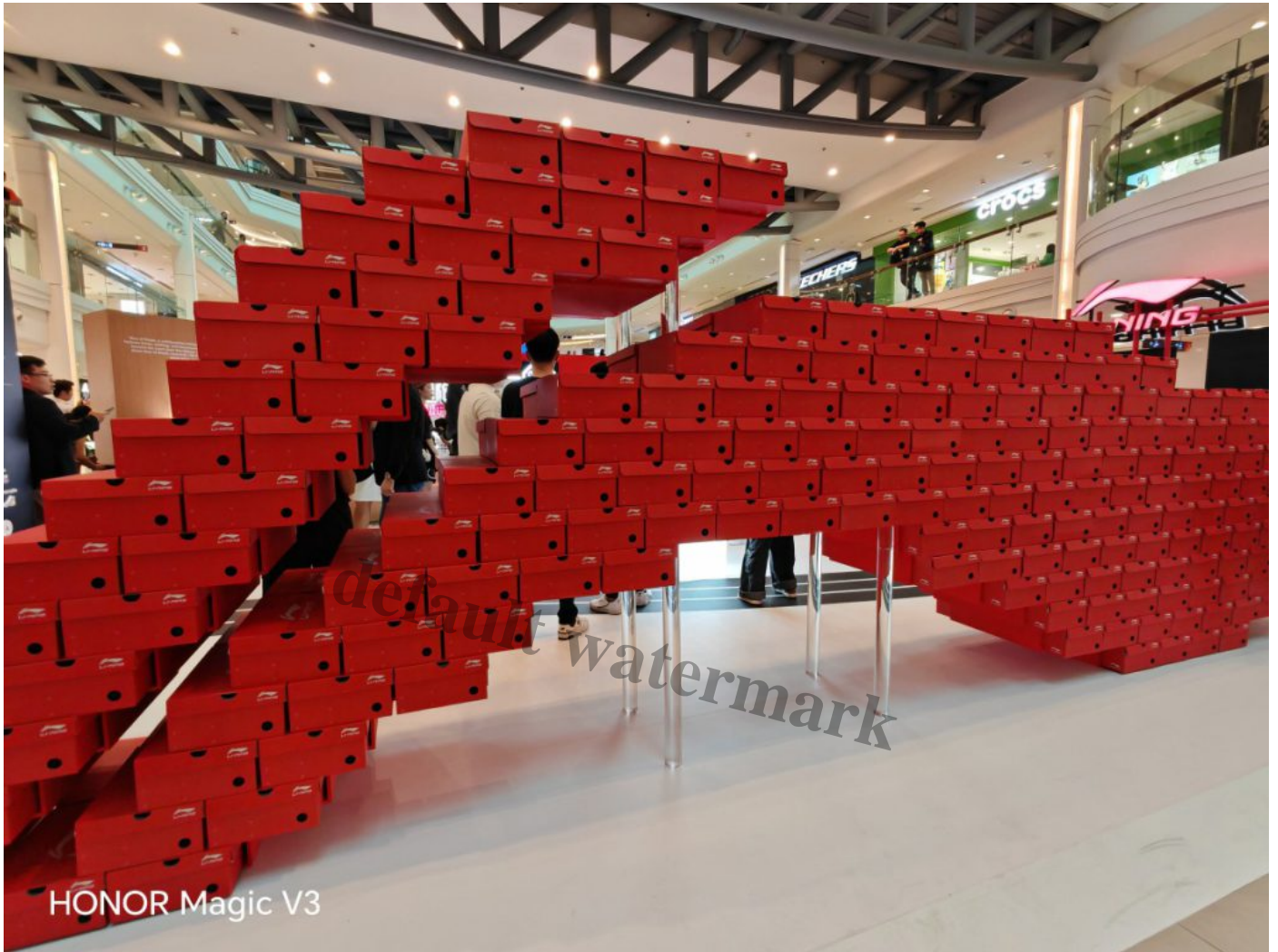
â??Would it not be better for them to have a flagship store at Queensway Shopping Centre?â?•

That was what I retorted when I was told we were attending the event.

To me, Li-Ning was an alternative, well in my defence a good alternative, to Yonex.

How wrong I was!â?

This was at the Plaza Singapura Atrium. For starters, there was no badminton section.





Apparently, while I was unaware, Li-Ning is now a sporting brand that encompasses many disciplines. Running for starters. This looks familiar and reminisces of a certain shoe from a big brand. I think most running shoes are starting to gravitate towards a certain style.







HONOR Magic V3

Judging by what I just shared, I do not think that I would have fared well in this test. Whatever the case, I did not attempt it!

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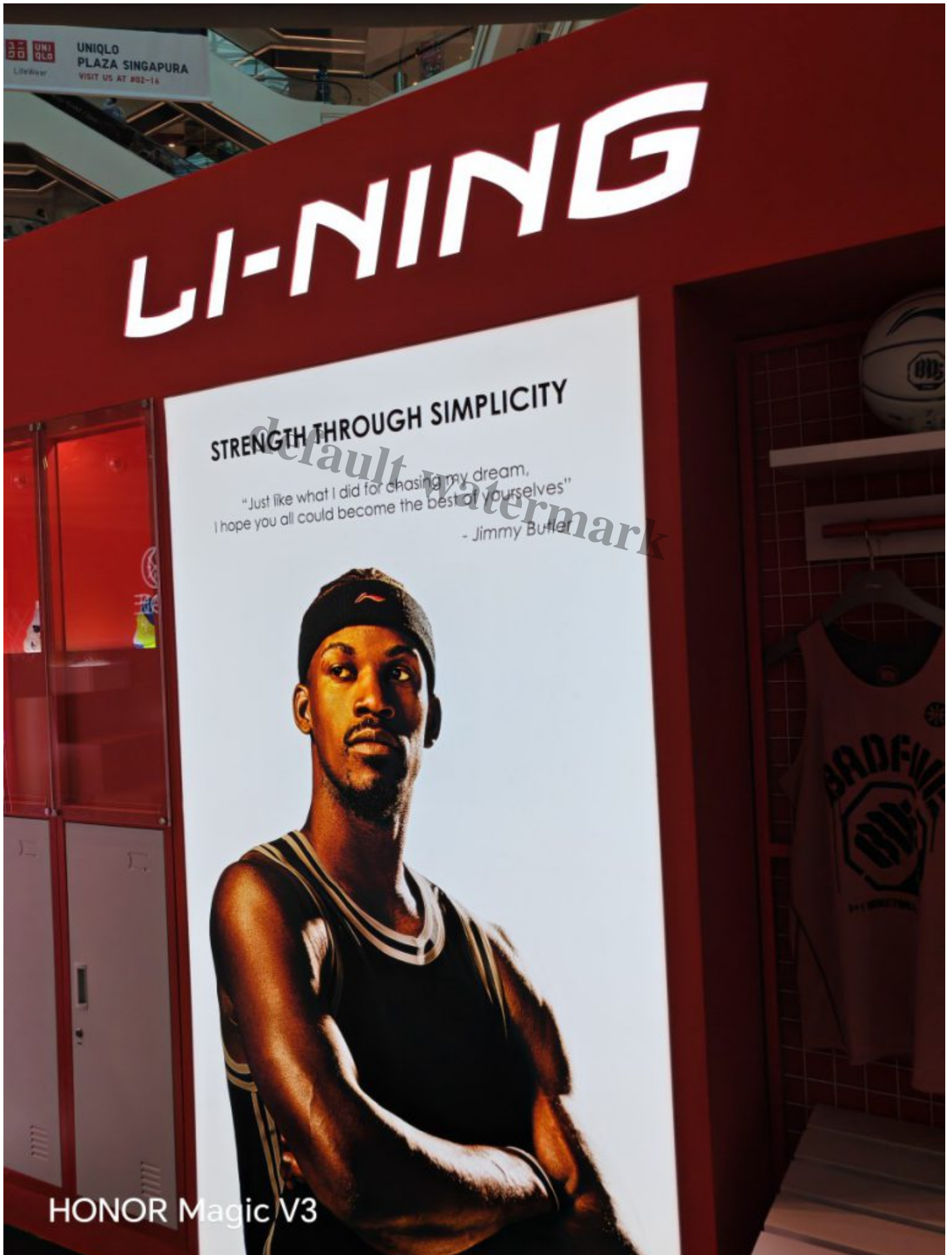


HONOR Magic V3

The colours and design do look rather attractive. The curves give the shoe a very sleek and contemporary look.



For those unfamiliar with Jimmy Butler, he is an American basketball player. He plays for the Miami Heat.



HONOR Magic V3

Li-Ning collaborates with Dwayne Wade on their basketball shoes. If you do not know who Dwayne Wade is, you really need to brush up on your NBA knowledge.



There was some competition going on. The participants were 3 guys and a lady. I have no idea who these people were.







In the end, this petite lady schooled everyone. If everyone was this good, arcades would go bust.

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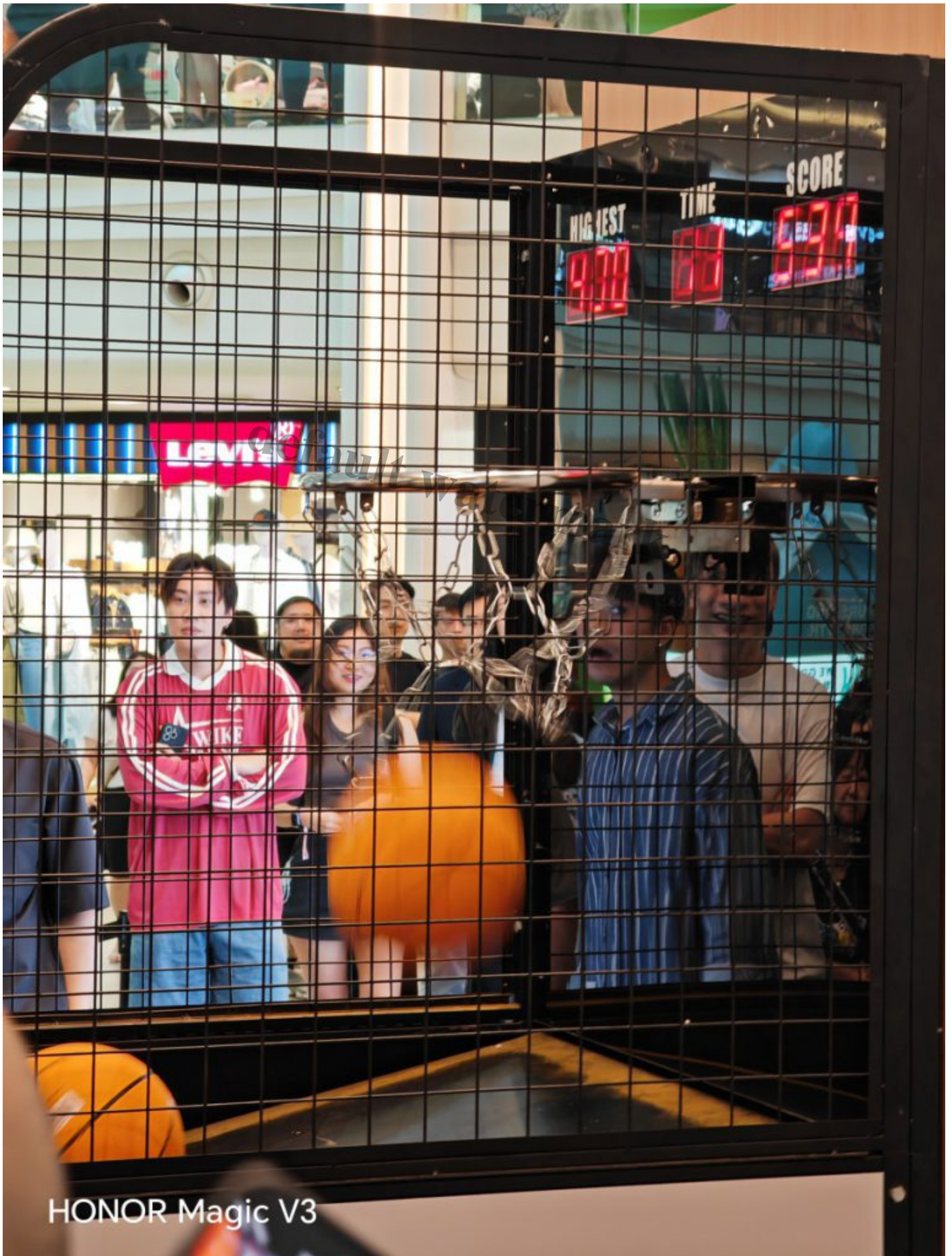
Her score was ridiculous. It was mentioned that she was a national basketball player.

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She was so far ahead of the rest of the competition. I think if you added up everyone's scores, she would still be ahead.

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This was the set up at the atrium.



Oh yes, a pink band? My favourite colour is red by the way. Well, this got me into the atrium to try the games anyway.



The actual store is on level 3. It encompasses two store spaces. They have another store at Bugis+. This seems like a collaboration with CapitaLand. Both stores are located with CapitaLand and the CapitaLand management were part of the grand opening festivities.



HONOR Magic V3









There is an opening special till end of October 2024.



The store had this clean look. I think Chinese brands have come a long way. Gone are the days when designs were loud. Instead, brands like Li-Ning are coming up with simple designs that are palatable to the general public with less conspicuous branding.



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Basketball is huge to Li-Ning.



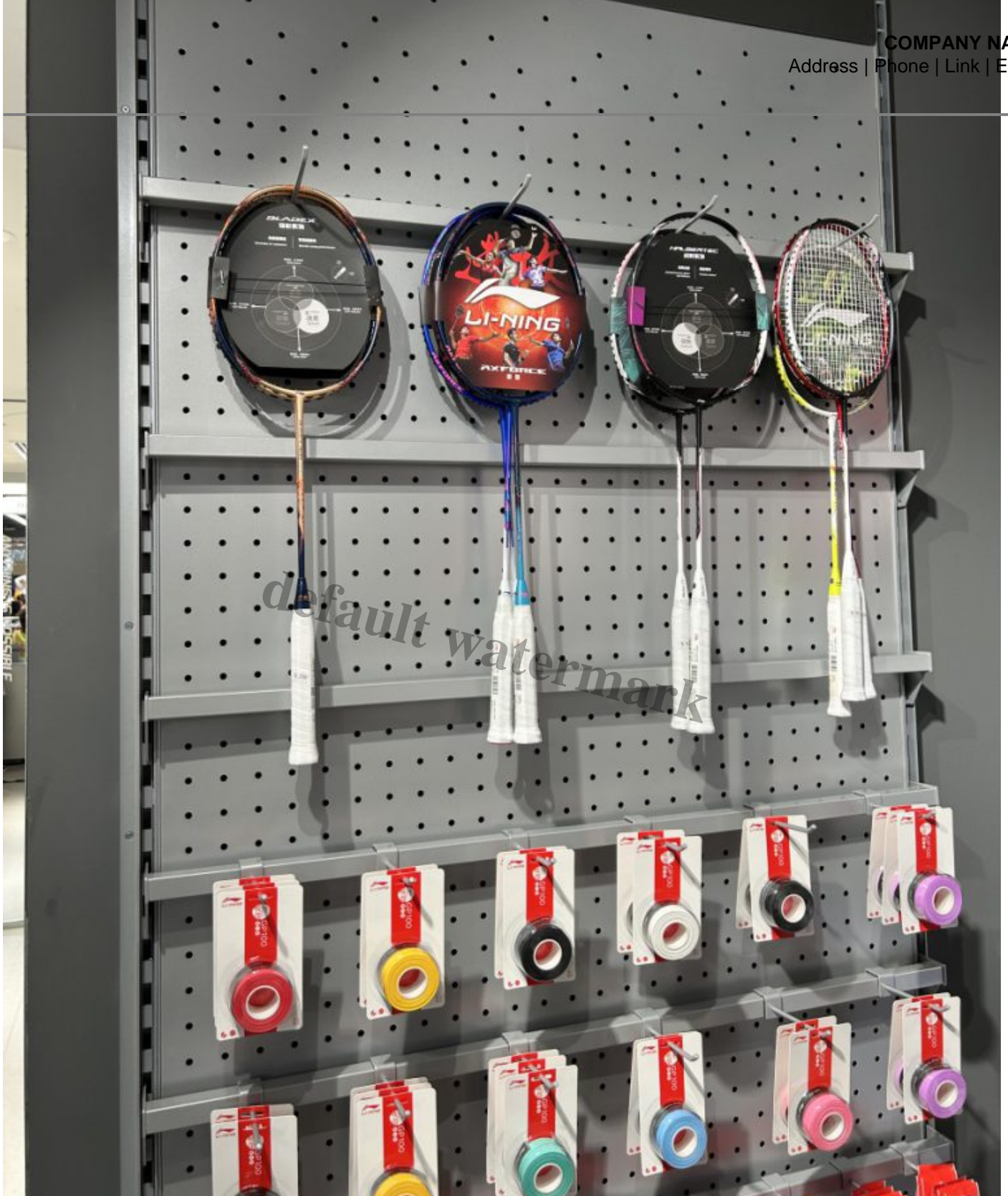




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And yes, they still do badminton products.





Equipment



Design your T-Shirt here!

Spend over \$50 including one T-shirt
(T-shirt must meet embroidering criteria)
*Limited number of shirt embroidery services daily

1. Personalize your T-shirt with a name and number.
2. Send it to be embroidered and collect your queue no. via SMS.
3. Receive another SMS when your T-shirt is ready.
4. Collect your embroidered T-shirt.

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*Your personal information will remain confidential and will only be used for Li-Ning Embroidery services.



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HONOR Magic V3





HONOR Magic V3

Lululemon vibes?

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This is their top-of-the-line running shoe. It is not as prohibitively expensive as some other American brands.



Li-Ning has some membership schemes going on.

Discover the perfect fusion of fashion and functionality with pieces that inspire your everyday style and complement your active pursuits.

Spice up your wardrobe with a minimum \$500 spend at participating Serrano brands.

WELCOME TO LI-NING CLUB

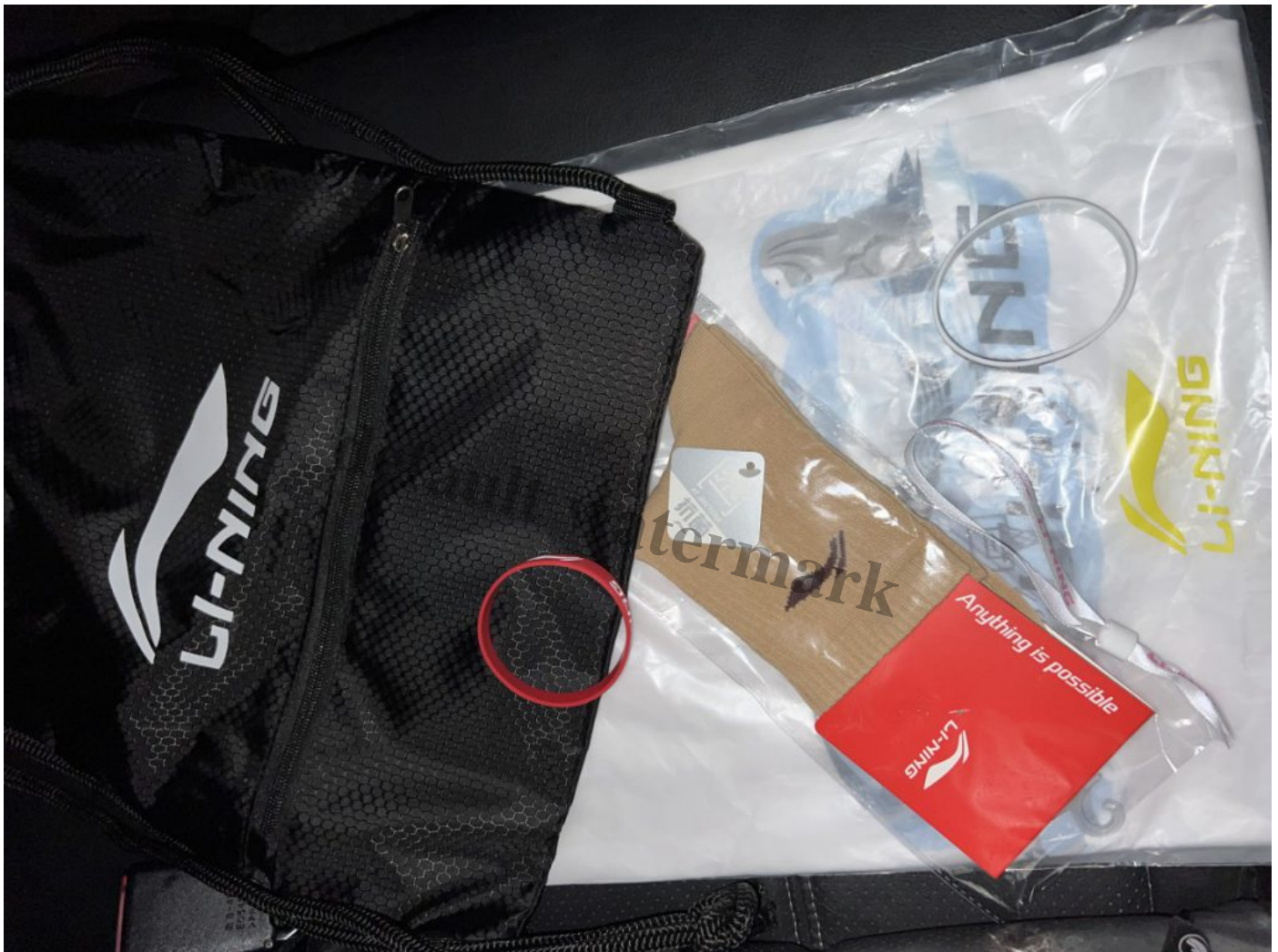
- Membership Benefits -

	 New Member	 Bronze Member	 Silver Member	 Gold Member
Benefits	Sign up for free	Spend \$5100 or more in a single transaction or spend \$5218 or more within 12 consecutive months	Spend \$5318 or more within 12 consecutive months	Spend \$5518 or more within 12 consecutive months
Membership Validity	The membership status resets every 12 months from the date of sign-up or upon upgrading to a new tier (as the case may be)			
Sign-up Voucher	The new membership tier becomes effective on the next day of current membership's expiration date			
Discount		\$55 Voucher x 1		
Tier Upgrade	-	5% off	8% off	12% off
Member-Only Access		\$510 voucher X 1	\$510 voucher X 2	\$510 voucher X 4
Points Earn	1 point for every \$51 spent	1.1 Points for every \$51 spent	1.2 Points for every \$51 spent	1.5 Points for every \$51 spent

Earn 2 X points on one purchase on your birthday

Earned points will expire at the end of the next calendar year following the calendar year of accrual

I feel their products are well made. They feel durable. I was given a goodie bag and the material is extremely thick. Nice t-shirt though. It is a design specific to Singapore. You can see the merlion. Sorry, I did not take a photo of it unpacked. Li-Ning seems interested in breaking into the local market.



My revelation for the dayâ?¦ Li-Ning is no longer just about badmintonâ?¦

Call me swakooâ?¦

Yours sincerely,

Daryl

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