

## Bed-linen at the Post Office? Yes, it's true!

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**T**HE familiar Tanglin Post Office building along Nassim Road is undergoing a makeover for its new tenant, Friven & Co.

The Singapore-based company, which focuses on bedding and bedlinen products, is making its first foray into the mall management business by transforming the building into Friven & Co @ Tanglin, a lifestyle mall spanning 18,000 sq ft.

The company, which has a five-year lease, will open its flagship store on the second floor of the mall in July.

Other tenants include Sun-Moon Food Company, Denise The Wine Shop, HSBC Bank and Cedele bakery cafe.

SingPost, which owns the three-storey property, will still occupy retail space in the building.

Friven & Co is spending more than \$1 million for refurbishments, which include changing the building facade to feature English bungalow architecture, complete with the triangle roof and a black-and-white scheme, in its company logo.

At the press conference held



**LIFESTYLE SOLUTIONS:** An artist's impression of the interiors at Friven & Co @ Tanglin. (ART: FRIVEN & CO)

yesterday at Hilton Hotel, Friven & Co's chief executive officer Roy Ng said that the company hopes to "liven the area".

He said: "The building has been there for more than 20 years. All Singaporeans know the place.

"We want to freshen up the location and transform the area into something like Holland Village or Dempsey Road."

However, he added that mall management will not become the core business for the company.

"It is just an extension of our ideals - to offer lifestyle solutions to our customers."

Besides offering its own house brands such as Relax At Home and Allegoria, Friven is also bringing in exclusive Scandi-

vanian designs such as Nou Nou and Tonfisk, previously not available in Singapore.

It will also provide concierge shopping services.

Customers can order through phone or online, and then pick up their goods from a drive-through counter.

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