

## JOINT MEDIA RELEASE

## Maison Q and Mighty Jaxx crowned winners of Retail Maverick Challenge 2025

*Inaugural competition organised by Enterprise Singapore and CapitaLand Investment drew interest from over 200 retailers from diverse industries*

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Singapore, Tuesday, 3 February 2026

- Maison Q and Mighty Jaxx have emerged as winners of the inaugural Retail Maverick Challenge** organised by Enterprise Singapore (EnterpriseSG) and CapitaLand Investment (CLI). Launched in June 2025, the open competition sought to identify local retail brands with innovative store concepts.
- The competition saw strong industry engagement within its 9-week application period, drawing interest from **over 200 Singapore retailers across diverse industries**, including food and beverage, fashion, and health. The two brands stood out for their differentiated store concepts that reimagine the in-store experience through immersive design, customer co-creation, and innovative use of digital technology.
  - Maison Q**, founded in Singapore by former magazine editor Suhana Ab in 2015, is known for its signature reversible children's apparel and thoughtfully crafted original prints featuring whimsical designs. Together with her husband, Fadhil Abdat, who is also her business partner, the couple will introduce an immersive, sensory and design-led concept in its first permanent store – inviting families to co-create custom designs for their clothing and redefining the kidswear retail experience.
  - Mighty Jaxx**, founded in 2012 by Singaporean entrepreneur Jackson Aw, is known globally for its pop culture collectibles. The homegrown brand will debut its first phygital store with innovative experiential features including AI-enabled self-service payment systems and immersive large format displays that provide personalised, interactive content, creating a unique visual experience that transforms customer discovery and engagement.

3. The winners will receive a one-year rental waiver from CLI for retail spaces in Raffles City Singapore and Bugis Junction respectively, allowing them to pilot and showcase their innovative concepts. In addition, EnterpriseSG will provide pilot implementation support for up to 50% of the supportable costs<sup>1</sup>, capped at S\$300,000.
4. Beyond the winning concepts, the Retail Maverick Challenge also surfaced a range of compelling experiential concepts from various sectors that enhance consumer engagement and optimise operational efficiency. EnterpriseSG will continue engaging these brands to provide ongoing support for their capability development in these areas.
5. **Ms Jeannie Lim, Assistant Managing Director, Services & Growth Enterprises, EnterpriseSG**, said, “Through the Retail Maverick Challenge, we aimed to encourage retailers to create more meaningful shopping experiences and engagement in-store with customers; and enhance retail vibrancy. The positive response from over 200 retailers reflects the industry's drive to elevate the retail landscape in Singapore. We look forward to continuing our collaborative efforts with industry partners and brands to sustain this momentum and drive further innovation in our retail landscape.”
6. **Ms Tan Mui Neo, Managing Director, Retail Management, Commercial Management (Singapore), CLI** said, “The Retail Maverick Challenge is a unique initiative that champions local initiative and promotes innovation across the retail sector. Throughout the judging process, we encountered many bold and inventive concepts that reimagine the retail experience, and we are keen to explore how we can work with these brands to help bring their ideas to fruition. We also look forward to collaborating closely with the winners to turn their visions into vibrant retail experiences that excite our shoppers and inject fresh energy into Singapore’s shopping and dining scene.”
7. EnterpriseSG’s collaboration with corporates like CLI are part of ongoing efforts to embed innovation within industry ecosystems. These partnerships provide enterprises with opportunities to test, refine and deploy solutions in real-world settings, supporting capability-building, market innovation and longer-term commercial outcomes. EnterpriseSG will continue to advance more of such collaborations with key ecosystem stakeholders to support innovative retail concepts in Singapore.

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<sup>1</sup> The support is subject to further assessment based on the proposed proof-of-concept and key performance indicators. The grant can be used for various cost categories, including but not limited to hardware, software and integration costs for innovative technologies; innovation/experiential-focused store fit-out elements and manpower; and PR marketing costs.

## **ANNEX: Profiles of Retail Maverick Challenge 2025 winners**

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

We're here, for wherever you're growing. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

### **About CapitaLand Investment Limited ([www.capitalandinvest.com](http://www.capitalandinvest.com))**

Headquartered and listed in Singapore in 2021, CapitaLand Investment Limited (CLI) is a leading global real asset manager with a strong Asia foothold. As at 5 November 2025, CLI had S\$120 billion of funds under management. CLI holds stakes in eight listed real estate investment trusts and business trusts and a suite of private real asset vehicles that invest in demographics, disruption and digitalisation-themed strategies. Its diversified real asset classes include retail, office, lodging, industrial, logistics, business parks, wellness, self-storage, data centres and private credit.

CLI aims to scale its fund management, lodging management and commercial management businesses globally and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand Group's development arm. In 2025, CapitaLand Group celebrates 25 years of excellence in real estate and continues to innovate and shape the industry.

CLI is committed to growing in a responsible manner, delivering long-term economic value and contributing to the environmental and social well-being of its communities.

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## PROFILES OF RETAIL MAVERICK CHALLENGE 2025 WINNERS

S/N	Winner	Write-up
1	Maison Q	<p><i>Founded in Singapore by former magazine editor Suhana Ab in 2015, Maison Q is a design-led children's apparel brand known for its signature reversible clothing that blends versatility, craftsmanship and playful creativity. All prints are original and designed in-house by the Maison Q team, reflecting the brand's strong creative identity. Maison Q focuses on creating thoughtful kidswear that supports everyday wear while fostering imagination and family engagement.</i></p> <p>Inspired by her family and children, Suhana started Maison Q as a passion project. The simple joy of dressing up her children sparked the creation of the brand's signature reversible children's apparel – an innovative design that blends creativity with everyday practicality. Together with her husband, Fadhil Abdat, who is also her business partner, the couple is reimagining the kidswear retail experience with the launch of Maison Q's first permanent physical store scheduled in Q3 2026.</p> <p>Spanning approximately 800 to 900 square feet (sq ft), the store will bring Maison Q's distinctive reversible bar concept – previously presented only at select trunk shows – into a full-scale retail environment for the first time. Designed as an immersive, sensory and design-led space, the store will invite families to co-create custom prints, explore personalised gifting concepts such as “dress-your-plushie”, and participate in hands-on design experiences and workshops, including Meet the Artisan and live drawing activities, that appeal to both children and adults.</p> <p>Thoughtfully designed with families in mind, the store will feature practical, family-friendly elements such as virtual try-ons, enabling children to visualise outfits without the need for traditional fitting rooms. This milestone marks Maison Q's evolution from an online-first brand into a physical retail environment that celebrates creativity, craftsmanship, and community engagement. By placing young families at the heart of the experience, Maison Q positions itself as a brand that truly understands modern family dynamics in the retail space.</p>
2	Mighty Jaxx	<p><i>Founded in 2012 by Singaporean entrepreneur Jackson Aw, the Mighty Jaxx Group is a homegrown company operating at the intersection of pop culture, art, technology. Established in Singapore, the Mighty Jaxx Group aims to bring tomorrow's pop culture, content, and experiences right into your home and hands.</i></p>

		<p>Working collaboratively with some of the world's most iconic brands like Sanrio, Hasbro and Toei Animation, the Mighty Jaxx Group creates unique experiences and delivers happiness through its phygital collectibles, innovative technology and merchandise for a diverse and global fanbase of collectors in over 95 countries.</p> <p>Mighty Jaxx is set to debut its first phygital retail store, a next-generation, experience-led concept that reflects the brand's local roots while reimagining how fans discover and engage with IP-driven merchandise. Scheduled to open in Q4 2026, the approximately 2,600 sq ft space blends unmanned self-service formats with immersive digital experiences offering a curated and technology-enabled retail journey.</p> <p>Designed as more than a traditional collectibles store, the space will feature rotating IP showcases alongside interactive digital activations and hands-on artisan experiences that encourage exploration and community engagement. This phygital expansion marks Mighty Jaxx's entry into experiential retail, bringing together proprietary technology, automation and storytelling to create a highly immersive one-stop destination for pop culture enthusiasts.</p> <p>In line with its homegrown identity, the new store will present a curated selection of special edition collectibles that reinterpret global IPs through the lens of Singapore's culture, heritage, craftsmanship and creativity, offering both local and international fans a distinctly Singapore-rooted retail experience.</p>
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