

Mitraland's Pier8 @Gravit8 secures eight tenants

MITRALAND

BY **HANNAH RAFFEE**
city.country@bizedge.com

Mitraland Group signed a memorandum of understanding with eight brands for its maritime theme retail mall, Pier8 in Gravit8, in Klang South on Sept 4. The eight tenants are KFC Malaysia, Best Fresh Mart, Cherie Hearts International Preschool, Believe Fitness, Thai Hou Sek, Station One Café, Onedeland and Singapore-based Bushido (its first outlet in Malaysia).

"Pier8 will strive to offer new and different retailers, and F&B and entertainment outlets in order to attract shoppers. In a rapidly changing landscape with ever-changing consumer expectation, retail malls must be agile and adaptive in order to remain ahead of the curve," said Mitraland Group deputy executive chairman Chuah Theong Yee at the signing ceremony.

Due to be completed in 2020, Pier8 is a two-level retail mall comprising 150,000 sq ft of space, with more than 700 parking spaces. It will feature a 6m standalone salt-water aquarium, which will be its main attraction. Poised to become a food haven and a seafood hub, Pier8 will also feature an alfresco concept for its restaurants.

The mall is part of integrated development Gravit8, which has a total gross development value of RM1.3 billion and also offers serviced apartments, speciality retail outlets, corporate offices, small offices/versatile offices and a 150 to 200-room boutique hotel. It will feature an eight-acre lake park as well, designed and completed by award-winning landscape architect Walrus Design.

"This collaboration provides a good platform for us to expand our presence by offer-



Due to be completed in 2020, Pier8 is a two-level retail mall that will offer 150,000 sq ft of space

ing customers vibrant retail options," said QSR Brands group managing director Datuk Seri Mohamed Azahari Mohamed Kamil at the signing ceremony.

Also at the ceremony was Believe Ventures Malaysia managing director Patrick Davis, who said, "We currently have three locations

in operation and three more opening in the next six months in Malaysia. We are excited about the opportunity to walk alongside [our customers] on their health journeys."

Gravit8 is located near the proposed Johan Setia LRT station and is a 10 to 15-minute drive to Kota Kemuning. It has direct access to the

Shah Alam Expressway towards Port Klang and is accessible via the Federal Highway, North Klang Valley Expressway and South Klang Valley Expressway. It has a market of about 462,000 households, which translates into an annual household expenditure of more than RM3.1 billion.