



**TRACEY
BALDWIN**
Creating Kemang's
newest hotspot

ONE OF A KIND

With an abundance of food, fashion and leisure options, Kemang is one of Jakarta's liveliest and busiest enclaves. But it is often difficult to go from one place to another without dodging traffic and navigating unpaved footpaths.

eXion Mall, Kemang's first-ever lifestyle destination, is aiming to solve the problem. Part of the Kemang Village development, it will join the existing residential towers, hotel and school on Sept 26; the project will also soon boast a hospital. Mall director Tracey Baldwin says that it is "all about joining the residential and mall in one to form a community."

With over 200 stores opening, eXion strives to separate itself from the

pack with stores such as its four-floor Debenhams. The department store will be creating products specifically for its Kemang location.

"We not only want this mall to be a great place for shopping and relaxing but also to become part of Jakarta's tourism scene with our Avenue of the Stars, located in our alfresco dining area," Australian-born Baldwin notes, adding that the Avenue of the Stars will host the new annual Bintang Luminar Awards, to recognise Indonesia's hottest names in entertainment and fashion.

Baldwin brings with her skills and knowledge garnered from working in Australia and China, where she handled luxury lifestyle shopping experiences.

"In China, I did quite a lot with luxury brands, where it is all about the customer experience in the store. In Westfield Bondi in Sydney, you don't need to carry your shopping bags, there are bus boys to help you," she says.

Her stint in Indonesia presents new challenges. With the help of renowned landscape artist Bill Bensley and award-winning DP Architects, eXion Mall revolves around the concept of green living.

"The minute you come into Kemang Village, you will be surrounded by lush greenery. Even the mall is designed along a leaf motif, with warm lighting and a dark wood theme," she said.

"eXion is like an oasis and the whole mall is built around the lifestyle theme," Baldwin adds. "Although you're in the middle of Kemang, you can't hear any street noise, and with all the trees, the air is also clearer.

"We are the only lifestyle mall in Kemang and we are really looking at setting the standard for lifestyle shopping." ▲