



# Enjoy better service at **SERVICE GEM STORES!**

Through a "mystery shopper" programme, "Service GEM" was created to recognize retailers who provide you with the best service experience.

"Service GEM" is the mark of distinction that relies on a benchmarking system to determine the levels of service provided by participating retailers.

Going beyond just a friendly smile, the programme measures the overall experience provided by the retailer, from the ambience to the layout to the display.

The retailer who is a "Service GEM" is simply a cut above the rest.

## **Congratulations to our Service GEMS**

### **LUXURY WATCHES & JEWELLERY / PREMIUM GIFTS**

#### **TAG Heuer - Premium GEM**

- Bulgari

### **DEPARTMENT STORE**

#### **TANGS (Orchard) - Premium GEM**

- SEIYU (Bugis) • Robinsons (Raffles City) • TANGS (Vivo City)
- Robinsons (Centrepoint)

### **FASHION (LUXURY)**

#### **RAOUL - Premium GEM**

- Paul & Joe / BCBG / Versace

### **FASHION (MID-MASS)**

#### **Paint 8 - Premium GEM**

- GUESS Kids