

Hello!
We're the Benjamin Barker Group.



Benjamin Barker builds meaningful relationships by establishing purposeful and innovative brand experiences in fashion, art, food and culture.

BENJAMIN BARKER GROUP

MENSWEAR

B

BENJAMIN BARKER

WEB3



BBRC STUDIOS

TAILOR

BENJAMIN BARKER
STUDIOS

CAFE

The
Assembly
Ground

AS FEATURED ON

VOGUE



Esquire

MONOCLE

AUGUSTMAN

AWARDS

- 2023 Best Menswear Silver Winner – Expat Living Readers' Choice
- 2022 Singapore's Best Customer Service 2022/23 – The Straits Times
Best Menswear Finalist – Expat Living Readers' Choice Awards
- 2020 Singapore Enterprise 50 Awards (E50) – KPMG
High Growth Companies Asia-Pacific – The Financial Times
Singapore's Fastest Growing Company – The Straits Times
- 2019 Winner of Most Promising Franchisor – Franchising & Licensing Asia
- 2018 Singapore 1000 Award – DP Information Group
- 2017 Singapore Enterprise 50 Awards (E50) – KPMG
Winner of IP Award – World Intellectual Property Organization & IPO
Singapore 1000 Award – DP Information Group
- 2016 Winner of Emerging Enterprise Award – OCBC Bank
Singapore 1000 Award – DP Information Group
Best New Multi-Label Store in Asia – Monocle
Top 10 Menswear Stores in Singapore – I-S Singapore

Key Personnel



NELSON YAP
CEO/Founder

A serial entrepreneur, Nelson is the visionary behind the Benjamin Barker Group.

After graduating from the University of Melbourne with a Bachelor of Creative Arts in cinematography and film making, Nelson was offered a position to teach at the university. A turn of events saw him changing his trajectory and starting Benjamin Barker instead.

In just over a decade since opening the doors of the first store, Nelson has led the company from being an unknown newcomer menswear label, to become a multi-award winning global lifestyle brand with a presence in 5 countries, incorporating F&B, lifestyle and hospitality, and Web3 projects under the group.



KAR TIONG
Chief Operating Officer

As the former COO of a leading retailer in Singapore that manages Uniqlo, Adidas, Cath Kidston, G2000, and other notable labels, Kar Tiong brings a wealth of experience and knowledge to Benjamin Barker.

Starting his career as a Finance Auditor and Consultant in KPMG, Kar Tiong's background in the finance sector coupled with his former role has proven invaluable in helping Benjamin Barker's rebound in Singapore's post-Covid environment. 2022 saw the company's highest ever recorded sales, opening of stores, overseas expansion, and the launch of new verticals under the group.

BENJAMIN BARKER

Founded in 2009 in Melbourne, Australia. Benjamin Barker is a premium menswear brand created with the vision of making well-crafted, heritage-inspired menswear accessible.

Innovative and progressive, Benjamin Barker is reinventing traditional menswear with a strong emphasis on art and culture.





THE BENJAMIN BARKER EXPERIENCE

A curated experience of lifestyle, fashion and culture personified, the Benjamin Barker brand pays homage to the modern man across its trademark BB apparel, accessories and lifestyle essentials.

We make apparel that speak style and personality – an eclectic mix that marry versatility and style – a display of elegance that leans towards design.

From the fit, construction and form, we develop and explore different fabrics with modernized style details to add personality and other thoughtful touches.

A one-stop destination lifestyle store with every nuance designed with intention and emphasising on function, the brand is a platform where creativity is based as much on art as it is on science, propelled by passion with an ever-evolving approach that encourages fluidity and drives the desire to constantly explore and consistently innovate.



THE RETAIL STORE EXPERIENCE

A good store design is one of the key strategies to our retail success. The store layout, merchandise placement, mood and ambience play major roles in our customers' browsing and buying behaviour.

Portraying a gentleman's abode, the retail store design reflects the different facets of the modern Benjamin Barker man.



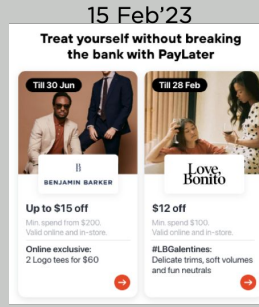
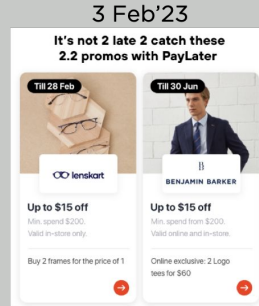
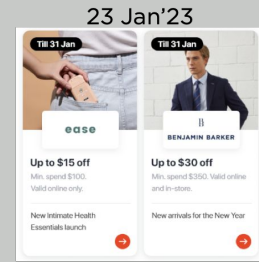
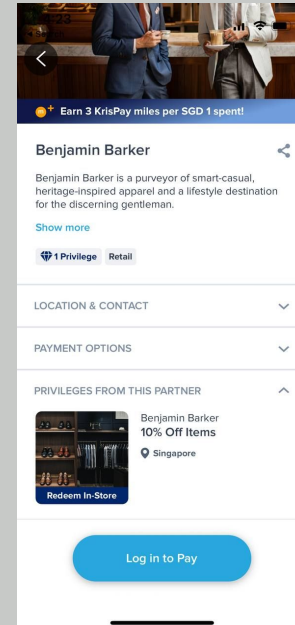
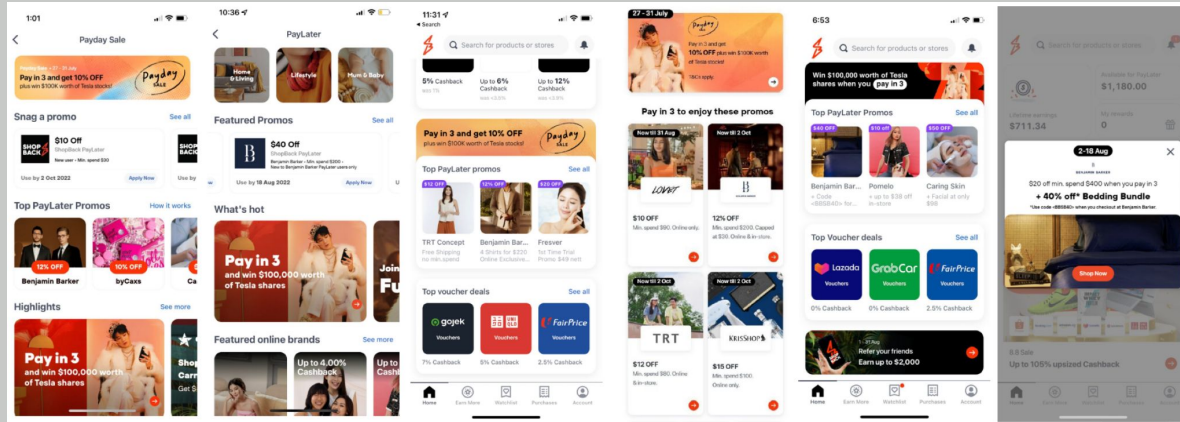


OUR RETAIL PRESENCE

- **[Business as Usual]** Tampines 1 #02-12
- 313@somerset #B1-20/21/22
- ION Orchard #B3-34 **[Flagship Store]**
- Bugis Junction #01-05
- Cineleisure Orchard #02-07
- Funan #02-26/27
- jem #02-50
- Plaza Singapura #01-09
- Suntec City #01-333/334
- Takashimaya Shopping Centre, Ngee Ann City #B2-04
- VivoCity #02-78
- Wheelock Place #02-11
- Marina Square #02-332D/E
- Parkway Parade #01-25/26
- Cluny Court #02-35

OUR RETAIL PARTNERS

- ATOME
- Kris+
- Shopback Pay



23 Jan'23

3 Feb'23

15 Feb'23

11 Mar'23

BENJAMIN BARKER Studios
78 Duxton Road
479 Joo Chiat Road



Benjamin Barker Studios is the tailoring arm of Benjamin Barker.

Producing an exclusive range of garments that focus on classic menswear designs, it combines form and function with artisanal distinction.



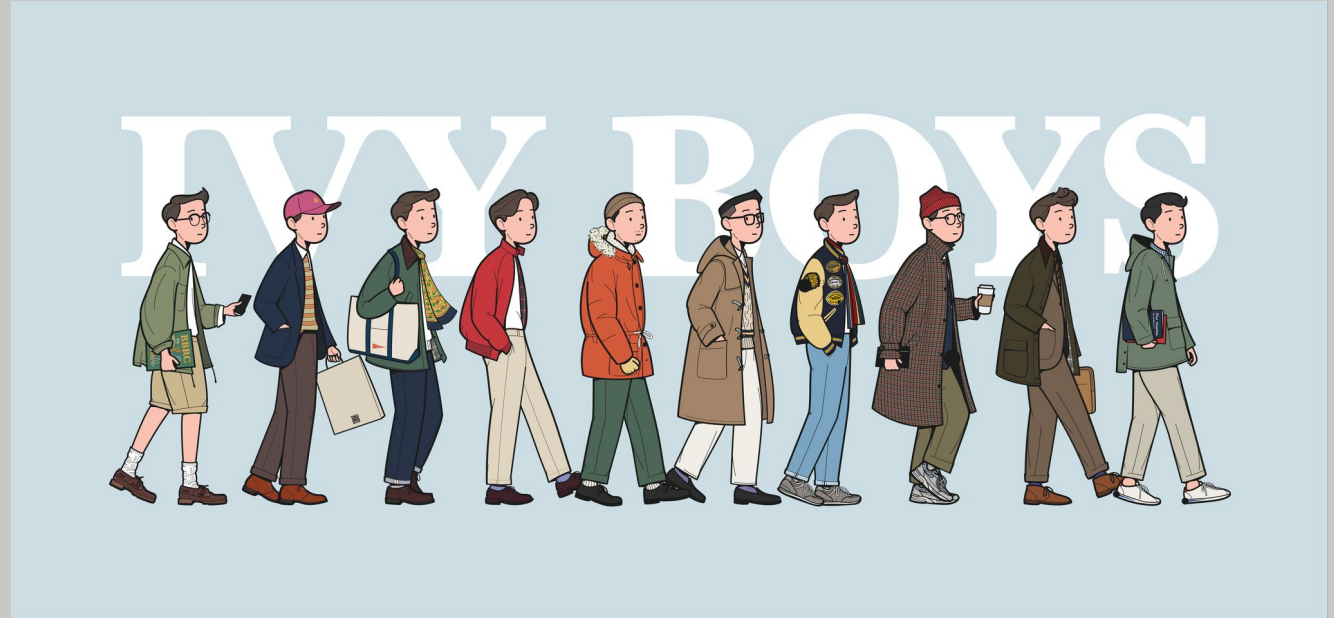
Benjamin Barker Studios,
78 Duxton Road
479 Joo Chiat Road

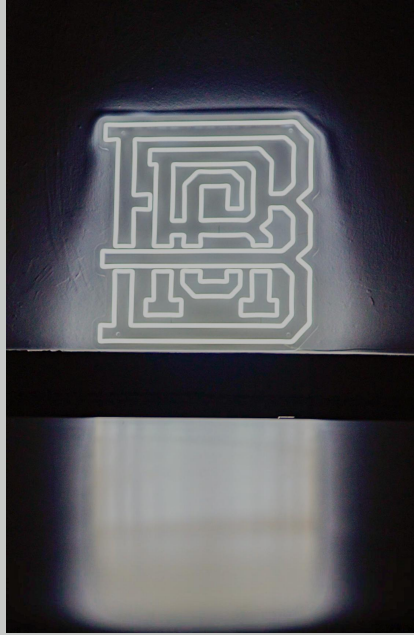


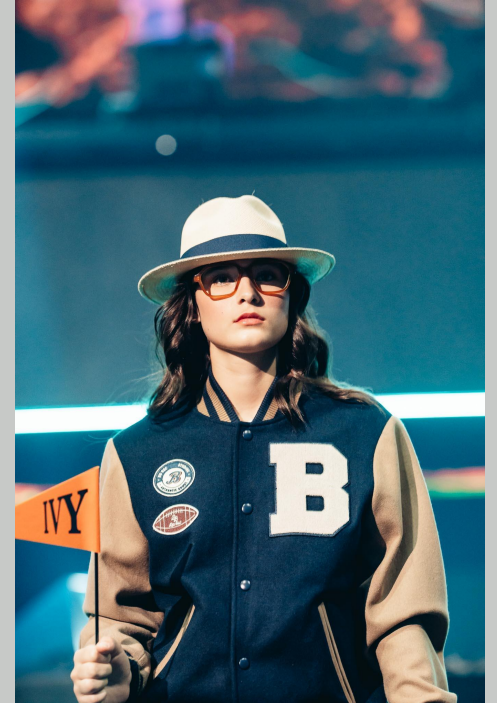
BBRC STUDIOS

BBRC Studios is an incubator for art, fashion, and culture that bridges the gap between Web2 and Web3.

Our goal is to build a single ecosystem to house NFT projects and intellectual properties, each with their unique identities, utility and communities.







THE ASSEMBLY GROUND

Orchard Cineleisure #01-01
ION Orchard #B2-49

Since 2015, The Assembly Ground has been a gathering place for people who share a common love for good food, coffee and beer.







FRIENDS OF BENJAMIN BARKER

- HomeTeam NS
- Kaplan
- KPMG
- Lazada
- McCann Worldgroup
- Mediacorp
- SOTA
- SPH
- TCP Media Group
- UOB Group



FRIENDS OF BENJAMIN BARKER OFFER
SINGAPORE DENTAL ASSOCIATION AFFILIATES

10% OFF
ALL REGULAR-PRICED ITEMS

TERMS AND CONDITIONS

- Membership card and membership number must be presented upon purchase.
- Promotion is applicable at all Benjamin Barker Singapore boutique stores, including ION Orchard, 313@somerset, Takashimaya Shopping Centre (Ngee Ann City), VivoCity, Suntec City, Orchard Cineleisure, Wheelock Place, Funan, JEM, Plaza Singapura and Tampines 1.
- Applicable to regular-priced items only and cannot be used in conjunction with other promotions. Benjamin Barker Group reserves the right to amend terms and conditions when necessary.



FRIENDS OF BENJAMIN BARKER OFFER
SINGAPORE DENTAL ASSOCIATION AFFILIATES

15% OFF ALL READY-TO-WEAR
10% OFF ALL MADE-TO-MEASURE

AT BENJAMIN BARKER STUDIOS

TERMS AND CONDITIONS

- Membership card and membership number must be presented upon purchase.
- Promotion is applicable at all Benjamin Barker Studio boutiques, including 78 Duxton Road and 479 Joo Chiat Road.
- Deal cannot be used in conjunction with other promotions. Benjamin Barker Group reserves the right to amend terms and conditions when necessary.



FRIENDS OF BENJAMIN BARKER OFFER
SINGAPORE DENTAL ASSOCIATION AFFILIATES

10% OFF TOTAL BILL
AT THE ASSEMBLY GROUND

TERMS AND CONDITIONS

- Membership card and membership number must be presented upon purchase.
- Discount is applicable for dine-in and takeaway at Orchard Cineleisure and ION Orchard.
- Discount cannot be used in conjunction with other promotions.
- The Assembly Ground reserves the right to amend terms and conditions when necessary.

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