

## Transforming Talent, Tech & Training

### Inside World Mode Singapore's Total Retail Solutions



Discover how [World Mode Singapore](#) (WMSG) is redefining recruitment, training, and technology enablement to empower retailers to adapt, grow, and thrive in today's fast-evolving landscape. We sat down with WMSG's Managing Director, Ms. Angeline Yap, who reveals how WMSG bridges global best practices with local relevance – all while keeping people at the heart of every transformation.

From embracing Omotenashi service values to integrating AI-driven tools and immersive learning, Angeline shares how her cross-cultural experience and people-first approach shape WMSG's mission to be the all-in-one service partner delivering total retail solutions.

**Angeline, thank you very much for taking the time for this interview. Let's start on a light note – could you tell us a little about yourself?**

The pleasure's all mine! Well, my journey in retail has been anything but linear, and that's exactly what makes it enriching. I began as a fashion buyer and designer, then transitioned into lecturing at a fashion school, followed by roles as an APAC regional trainer, experiential facilitator, executive coach, and education strategist. These experiences helped me grow not only as a retail professional but as someone deeply invested in people development and cross-cultural impact. Today, I serve as the Managing Director of World Mode Singapore (WMSG), and concurrently as Director, Global Strategic Initiatives & Projects Development at World Mode APAC. I remain grateful for the global influences that have shaped my perspective, and I continue to draw inspiration from the diversity around me.

**You've been in the retail space for a while. What drew you to this industry in the first place, and what keeps you passionate about it today?**

Retail may be facing headwinds today, but it continues to evolve, reinvent, and connect in meaningful ways. What first drew me in was the creative energy of fashion; its ability to express identity, emotion, and culture. Having worked with leading companies across the region, I've witnessed how retail is not just about selling, it's about storytelling, community, and people. From crafting customer experiences to developing talents behind the scenes, retail remains a deeply human industry. I'm most fulfilled when I see talent blossom, ideas take flight, and businesses become more agile, relevant, and resilient. It's this transformation of people and brands that keeps me inspired every day to contribute back to the industry.

**That's beautifully said. Can you share more about WMSG, its inspiration, and how it fits into the broader vision of World Mode Holdings?**

I'd be glad to. WMSG was founded in 2017 as the Singapore arm of World Mode Holdings (WMH), Japan's largest retail-focused group providing integrated solutions in HR, training, retail operations management, visual merchandising, marketing and technology.

WMH has long been a driving force behind Japan's premium retail ecosystem, and with the establishment of WMH APAC, we now serve clients across Southeast Asia, Australia, and beyond.

WMSG was formed to localise this excellence and bring tailored, culturally relevant, and forward-looking solutions to Southeast Asia's diverse markets. My background - spanning creative work, commercial roles, and capability building - supports this shared goal of driving transformation, building strong partnerships, and raising industry standards across the region.



Angeline Yap, Managing Director of World Mode Singapore

**That's fantastic. The wealth of experience you bring will no doubt play a key role in shaping impactful strategies. As the Managing Director of WMSG, how do you see your role in bridging the legacy of WMH with the local retail environment in Singapore?**





Angeline Yap, Managing Director of World Mode Singapore

I see myself as both a cultural translator and strategic bridge. WMH is rooted in Japan's renowned Omotenashi -a service philosophy that is thoughtful, intentional, and from the heart.

My role is to connect dots across cultures, markets, and people; bring that spirit into formats that are agile, scalable, and locally relevant. Singapore's retail landscape is fast-moving and multicultural, and I draw from my experience across education, design, and business strategy to help clients adapt global best practices in a grounded and sustainable way.

I also wear a regional hat at World Mode APAC, which gives me the opportunity to see beyond borders and help shape strategic initiatives that create meaningful impact across Asia. At heart, I see myself as a catalyst - bringing together global insights with local needs to drive and support transformation.

**WMSG is described as a 'total retail solutions provider'. For the benefit of our readers, could you walk us through the key pillars of WMSG's offerings and how they serve retailers?**

Certainly! Currently, our core solutions are designed to meet real-world needs across the retail value chain.

For our Retail Talent Solutions, we recruit and deploy professionals from frontline roles to backend support, focusing not just on experience but on mindset, cultural fit, and growth potential. Our MyBRANDS platform is expanding across Southeast Asia to connect jobseekers and retailers more effectively.

Under our Learning & Development portfolio, we co-create training journeys and offer blended learning pathways aligned with business objectives and individual progression. These soft skills span in retail fundamentals, customer engagement, leadership, and luxury service helping companies build resilient, future-ready teams.

And in terms of Retail Technology Enablement, we offer smart, data-driven, immersive AI-driven based hiring platforms, AR onboarding experiences, and smart retail operations solutions that improve both performance efficiency and experience. Our goal is to leverage tech to amplify the human touch, not replace it.

We also consult across areas like visual merchandising, marketing and retail store operations too. Particularly in uncertain times, retailers are looking for solutionists who can support not just headcount but capabilities that drive purpose and meaningful change.

**That's most certainly a comprehensive suite of solutions! Now, recruitment in retail and F&B is notoriously challenging, so could you share what sets WMSG's recruitment approach apart?**

I must say we don't just place candidates; we nurture potential. Our consultants are former retail practitioners who have walked the retail floor themselves - which gives us a deep appreciation of what success really looks like in different roles and environments. Beyond skills and experience, we assess for service DNA, emotional intelligence, and long-term fit.

Our proprietary 'Retail DNA' methodology evaluates soft skills, adaptability, and alignment to brand values. We also offer CXA-IP [Customer Experience Incubator Program], a flexible "Try & Hire" recruitment model that allows both clients and talents to test compatibility before permanent placement. This dual perspective - operational and aspirational - ensures better and longer-term outcomes for both employers and employees.

**That's great to hear. At CapitaLand, the SkillsFuture Queen Bee (SFQB) programme is dedicated to upskilling and reskilling the retail and F&B workforce among our tenants. As training is also a core focus at WMSG, could you share how your team customises learning to support corporate goals and foster long-term careers in retail?**

Actually, training is where my passion really lies, so it's heartening to hear about the amazing work CapitaLand SFQB is doing to upskill your network of tenants.

At WMSG, we take a consultative approach - aligning training content with the client's KPIs, brand DNA, team culture, and service philosophy. Our programmes blend theory with real-world application, integrating coaching, digital modules, and practical certification pathways to create immersive, practical, and measurable development journeys. Having been a lecturer, facilitator, and education strategist, I bring a strong understanding of adult learning principles.

One personal success story I hold close is a programme I led for an international beauty chain, which not only boosted sales KPIs but also significantly improved employee confidence and customer engagement. Especially now, people want to feel invested in—and that's where meaningful training can make a real difference

**I really appreciate that WMSG adopts a consultative approach with its clients - recognising that every company is unique and at a different stage of readiness when it comes to training. It underscores the importance of tailoring training plans to align precisely with each business's needs. On that note, as transformation continues to reshape the global retail landscape, what are some of the innovative technologies WMSG offers?**

We believe in customer-first technology; tools that support, not replace, the human element of retail. Some of our key innovative service offerings include 'Launchmetrics', which is a powerful platform to manage and measure brand performance and product seeding; helping clients enhance their digital marketing impact.

There is also the 'TIG Live (Paronym)', which is an interactive video solution that creates shoppable, info-rich content, driving both engagement and conversion in one seamless experience.

In addition, our AR/VR onboarding platforms offer immersive, scenario-based learning for faster, more consistent retail training.

These tools not only improve high touch customer centricity and operational agility but also build confidence and capability in a workforce that is increasingly digital-native.





Angeline Yap, Managing Director of World Mode Singapore

**I understand that WMSG collaborated with NTUC LearningHub - a long-standing partner of the CapitaLand SFQB programme – to develop the Omotenashi courses. From your perspective, how has this partnership contributed to the growth and development of the industry?**

Yes, our partnership with NTUC LearningHub has been pivotal in adapting Japan's *omotenashi* service mindset for Singapore's retail industry – which is applicable for the hospitality sectors too. In a market where over 20–25% of customer traffic may be tourists during peak seasons; delivering sincere, differentiated service is a powerful competitive advantage.

Through our recently launched Omotenashi Service Mindset course modules, we equip professionals - especially newcomers - with critical core and soft skills such as empathy, active listening, cross-cultural awareness, and service recovery. Participants often complete the course feeling more confident, clear, and purposeful.

The positive feedback from learners just goes to show what we really believe — that applied learning truly changes behaviour on the floor. Cultural values and best practices - when thoughtfully adapted and continuously instilled - can be a game-changer in customer experience.

We're delighted with the great testimonials received from those who attended the class. Let me share a few with you... For example, Nathan, an Assistant Store Manager at Onitsuka Tiger, wrote "*The Art of Omotenashi training really opened our eyes. It helped me better understand the retail environment; not just the physical space, but the behaviours and gestures that matter.*"

*More importantly, it bridged the gap between us and the customers. We started seeing things from their point of view and responding more thoughtfully to their needs. It's improved the way I connect and engage with our customers on a deeper level."*

Another noteworthy feedback is from Patrycia, a Client Experience Executive with Hisential, who wrote *"The Art of Omotenashi training taught me to pay closer attention to the finer details especially when it comes to understanding what my customers or colleagues may need - often before they even ask. I've become more proactive in anticipating tasks, which has improved our overall workflow and team dynamics.*

*One of the most useful takeaways was learning how to better de-escalate situations - something I picked up not just from the trainer, but also from my classmates during group discussions. The trainer was incredibly clear, engaging, and supportive. She didn't just teach concepts; she helped us apply them. This training reminded me that sometimes, it's the small gestures that make the biggest impact."*

**Thanks for sharing those - it's really inspiring to hear such positive feedback! It's clear this course goes beyond theory, and I completely agree that giving learners practical tools they can use on the ground is especially important, especially for customer-facing roles. Shifting gears a bit - since WMSG's parent company is based in Japan, could you share some of the most notable trends currently shaping the retail scene in the Land of the Rising Sun?**

One of the most notable trends in Japan's retail industry today is the integration of digital and physical channels. Following the pandemic, companies have finally begun to integrate customers and purchasing data across both brick-and-mortar stores and e-commerce, laying the groundwork for more sophisticated CRM strategies.

We're seeing rapid progress in cross-channel customer management and marketing, and with the recent surge in inbound tourism, global CRM strategies covering overseas stores and cross-border e-commerce have become increasingly important. To handle these growing complexities, AI-driven solutions for inventory management and sales forecasting are also evolving, and we are steadily preparing for this shift ourselves.

Another unique aspect of the Japanese market is the "Gai-sho" (outside sales) model still practiced by department stores. This approach isn't just about data - it involves personalised, human-centered services that cater to individual customer lifestyles and preferences. From finance and travel to fashion and jewelry, this model represents a uniquely Japanese combination of CRM and personal service.

Moving forward, we aim to continue leveraging both technology and the human touch to deliver even better customer experiences.

**To that point, what are some of the challenges you see in the retail industry here today, and how is WMSG positioning itself to support retailers through these changes?**

Retailers today are navigating rising costs, talent shortages, fragmented consumer journeys, and tech fatigue. Many are under pressure to transform but unsure where to start or how to sustain it.

At WMSG, we meet our clients where they are. We offer flexible talent models, capability-building solutions, upskilling programmes and scalable solutions that streamline but don't overwhelm operations. Our strength lies in integration; we serve as a strategic brand partner; linking people, process, and purpose in ways that recalibrate and keep pace with their transformation efforts. We truly believe this is how the industry must move forward: anchored in empathy, guided by data, and delivered with quality and excellence.



**A final question: how can interested retailers get started with WMSG, and more importantly, what can they expect from working with you and the team?**

What retailers can expect from working with us is more than just a service – it's a true partnership. We start by listening closely to understand their business, challenges, and growth ambitions for both their company and their people. Whether it's flexible staffing, capability building, or any of our retail solutions, we tailor our approach with care and precision. Partnering with WMSG means collaborating with a team that is passionate, professional, and future-focused. We believe in growing alongside our clients and take pride in creating solutions that stand the test of time.

The mantra *"Reflect, Rethink, Renew. Grow every single day, give generously, and be genuine to self and others"* guides not just how I lead, but how we at WMSG serve together as a team. Companies interested in a consultation are welcome to reach out to me at [angeline-yap@worldmode.com](mailto:angeline-yap@worldmode.com)

**Thank you once again, Angeline! It's been a privilege to have you share your insights and perspectives with us. We hope that retailers inspired to transform will tap into WMSG's comprehensive suite of solutions to drive meaningful progress on their business transformation journey!**



World Mode Singapore's 'Retail Learning Journey', held in collaboration with NTUC LearningHub and CapitaLand SkillsFuture Queen Bee