

PAVILION

KUALA LUMPUR

PRESS RELEASE – FOR IMMEDIATE RELEASE

EXPERIENCE FOUR MAGICAL CHRISTMASSES ACROSS PAVILION REIT MALLS

KUALA LUMPUR, 24 NOVEMBER 2023 – As Christmas draws near, Pavilion REIT Malls invites shoppers to celebrate the festive season at four captivating locations. Experience *'Christmas - Love & Magic'* at Pavilion Kuala Lumpur, join the joyous *'Santa's Big Christmas Celebration'* at Pavilion Bukit Jalil, have a beary good time at Da Men USJ's *'Merry Beary Christmas,'* and revel in the joy of reading at Intermark Mall *'Book Your Christmas.'*

'CHRISTMAS - LOVE & MAGIC' AT PAVILION KUALA LUMPUR



Embark on a magical journey this holiday season at Pavilion Kuala Lumpur, Malaysia's premier shopping destination. Step into the enchanting realms of *'Christmas - Love & Magic'* at the transformed Centre Court, where a breathtaking mystical forest awaits. This special theme emphasises the profound impact of love and magic during the festive season, aligned with the mall's year-long 'Love Pavilion' celebration for its 15th anniversary as well as Cartier's Christmas theme 'Magical Encounters'.



Shoppers can admire the giant hanging and twirling Christmas tree and shimmering crystal trees, where magically majestic animals beckon you to experience unforgettable moments filled with indulgences and entertainment for the whole family. Shop, dine, and be delighted with exclusive gifts as you celebrate the ultimate Christmas experience at Pavilion KL, creating cherished memories until 7 January 2024.

At the mall's main entrance, shoppers may find themselves charmed by Cartier's 'Magical Encounters' Christmas decorations, which are inspired by the architectural elements of Cartier boutiques. Imagine being whisked away in a Cartier airship on a shimmering journey through the clouds! Shoppers can also play '[The Fabulous Cartier Journey](#)' game to collect as many jewels as possible while steering Cartier's airship.



Shoppers can also participate in several delightful activities amid dazzling decorations, immersing themselves in the festive spirit. Highlights include sensorial experiences such as a virtual reality ‘DJI Avata Experience’ that takes shoppers through the skies with a high-speed flying sleigh, a merry carousel ride, an impressive 10-foot-tall animatronic polar bear, and various Instagrammable spots to capture those precious moments with friends and family. Visitors will also be able to enjoy angelic Christmas carols, Santa mascot appearances, as well as Santa meet-and-greet and storytelling sessions for the kids.

DJI will also host a ‘Snap & Win’ contest at their Christmas pop-up store in the Centre Court from November 21, 2023, to January 7, 2024. Shoppers have the chance to win prizes worth up to RM10,000, including the brand new DJI Mini 4 Pro, OSMO Mobile 6, and limited edition DJI merchandise. To enter, participants can like DJI and Pavilion KL’s Facebook Pages, and share their most creative Instagram photo taken amidst the Christmas decorations at Pavilion KL, using the hashtags #DJIxPavilionKL and #PKLChristmasLoveMagic.



The 10 top spenders this festive season will receive the latest iPhone 15 (256GB) phone. While, shoppers with purchases over RM1,000 or RM3,000 in a single receipt with a Maybank Credit or Charge Card at specialty stores and F&B outlets* can redeem a Hydro Flask Tumbler (355ml) or a Hydro Flask (532ml) respectively.

For more information on Pavilion KL's *'Christmas - Love & Magic'* events and promotions, visit www.pavilion-kl.com or contact Pavilion Kuala Lumpur's Concierge at 03 2118 8833. Shoppers can also check real-time updates on Pavilion Kuala Lumpur's [Facebook](#), [Twitter](#) or [Instagram](#).

'SANTA'S BIG CHRISTMAS CELEBRATION' AT PAVILION BUKIT JALIL



Beautifully adorned with shimmering Christmas decorations, Pavilion Bukit Jalil presents ‘**Santa’s Big Christmas Celebration**’ for all your festive shopping, dining and entertainment needs. This festive season, there's something for the whole family; kids and adults alike can create their own music on the longest piano walkway in Malaysia, shop for gifts at a Christmas market, and capture memories with merry Santa-inspired decorations adorned with festive baubles and props to create the perfect photo opportunity.

Shoppers can also participate in the delightful redemption offers available at Pavilion Bukit Jalil during this holiday season. Immerse yourself in the spirit of Santa’s Big Christmas Celebration and enjoy fantastic Gift Redemptions by simply spending RM300 in a single receipt to redeem 1x Blue Ice Skating Voucher* or elevate your shopping experience with a spend of RM500 to receive 1x Blue Ice Snow Park Voucher*.



Watch lively parades and performances, await Santa’s appearances, and enjoy Christmas-themed workshops and activities until 1 January 2024. The highlight is a Big Piano Performance by four captivating dancers at 3pm on November 25, December 25, and January 1, 2024. Shoppers can also enjoy weekly orchestra and ukulele performances by the Clap & Tap children's orchestra, and hang out with Santa and Santarina during their meet and greet. Mark your calendars for November 25 and December 9, 16, 23, and 25. Starting at 4pm, a group of multicoloured Santas named Cuddly, Silly, Jolly, Dreamy, and Witty Claus will kickstart a Santa Parade with a dance performance at the Centre Court's Main Stage and then bring festive cheer to everyone around the mall.

Don't forget to also visit the NARUTO TV Animation 20th Anniversary Exhibition (until 31 December 2023) and B★VERSE, Singing the Stars Immersive Exhibition World Tour (From 1 December 2023 to 10 March 2024) with the whole family to create memorable experiences together.

There are also prizes up for grabs exclusively for Pavilion Privileges Members who complete the Santa Mission Challenge between 11am-12pm, 2-3pm, 5-6pm, 8-9pm each day of the Christmas celebration. But there's a cap of 120 vouchers per day, so better be early and don't miss out! Moreover, Pavilion Privileges Members can attend the Member's Experience Event and a Member's Beauty Experience Event on December 16 and 17, 2023, and Pavilion Privileges Junior Members are invited to Santa's workshops on December 11 and 15.

Pavilion Bukit Jalil fulfills all your shopping, dining, and entertainment needs this festive season. Whether it's hand creams and candles from Bath and Body Works, desserts from Inside Scoop and Beard Papa's, belting your favorite Christmas tunes at K11 Karaoke, or catching the latest Christmas flicks at TGV Cinemas, get inspired and curate a unique Christmas experience for the whole family by checking out the Pavilion Bukit Jalil [Holiday Booklet](#).

Following last year's collaboration with Make A Wish Malaysia, Pavilion Bukit Jalil aims to keep giving back to the community and continues to make wishes come true in collaboration with UCSI University. Children may place their Christmas wishes on the Big Christmas Charity Tree from 22 November 2023 onwards and on 17 December 2023, the final day of the initiative, 1,000 wishes will be granted and the kids will be invited for a gift-giving ceremony as well as a super fun day out at Blue Ice Snow Park.

For more information on Pavilion Bukit Jalil's 'Santa's Big Christmas Celebrations' activities and promotions, visit www.pavilion-bukitjalil.com, or check for real-time updates on [Facebook](#), [Instagram](#), or contact Customer Service at 03 8092 8833.

'MERRY BEARY CHRISTMAS' AT DA MEN USJ



DA MEN USJ is spreading festive cheer to the Subang community with **'Merry Beary Christmas,'** where playful teddy bears, candy canes, Christmas trees, and more come to life, enchanting shoppers. The mall is adorned with twinkling decorations, featuring teddy bears in various sizes and colours, giant candy canes, a teddy-shaped dome with a swing, and so much more.



Families can get adventurous with the activities lined up, including a multi-genre obstacle course that challenges players to 'Save Teddy.' Reminiscent of the 'floor is lava' game, this promises a memorable Christmas experience. Priced at RM10 for two attempts, participants with the fastest times will be in the running to win exciting prizes, including the OPPO Reno10 Pro 5G, OPPO Earbuds, shopping vouchers and tickets to the exciting Viper Challenge 2024. Not an obstacle warrior? No worries. In the spirit of

giving, a mystery token is yours to take home upon completing the two attempts. For the less adventurous, there are other ways to 'Save Teddy'; by being a Toy Doctor in rescuing donated toys in giving these toys a second chance to bring unlimited happiness to children.



Throughout the holiday period, shoppers can visit the Beary Christmas Bazaar @ Rainbow Alley on Level LG to discover the perfect gifts and knick-knacks from local businesses. Visitors don't want to miss the Teddy Paws meet-and-greet session, featuring up to 12 Santa bears in the cutest Christmas dance repertoire every weekend leading up to Christmas, starting from December 9, 2023.

Santas on LED-lit rides will dot the streets of Subang come December 9. DA MEN USJ will host a 'Ride for a Good Claus' community activity in collaboration with Lions Club of Subang Jaya, Subang Jaya City Council (MBSJ) and Rukun Tetangga SS17. Anyone with bikes or scooters are welcome to join in on the joyful cycling for a fee of RM38! Dress and ride in the best festive costume to stand a chance to take home the best dressed prize!



Shoppers are eligible for a 'Merry Beary Christmas' gift redemption with a minimum spend of RM180 in two combined receipts mall-wide (RM280 inclusive of a Jaya Grocer receipt). Among these gifts are scented candles, scented ceramic bears, and teddy bear-themed bowls, with a maximum combination of two receipts per redemption and a maximum of two redemptions per customer per day.

For more information on 'Merry Beary Christmas' activities and promotions, visit www.damen-mall.com, or check for real-time updates via [Facebook](#), and [Instagram](#), or contact Customer Service at 03 8021 0222.

'BOOK YOUR CHRISTMAS' AT INTERMARK MALL



Embark on an imaginative journey with **'Book Your Christmas'** at Intermark Mall, a whimsical celebration held until January 7, 2024. 'Book Your Christmas' is a celebration that transcends traditional festivities and embraces the spirit of love, generosity, and giving. The theme is a harmonious blend of the joy of reading and the art of gifting, resonating deeply with the true essence of Christmas.



Delight in the joy of storytelling as Intermark Mall invites shoppers to foster a love for reading by igniting their imaginations. The Ground Atrium, adorned with traditional festive décor, will host fun DIY Christmas cards and ornament-making workshops, Santa Claus storytelling, Christmas carolling by Primrose International School, and other lively performances.



In partnership with Tsutaya Bookstore Intermark Mall and DoubleTree Kuala Lumpur, Intermark Mall aims to spread love and generosity through the 'Books Have Feelings' and 'Book For Care' campaigns.

Shoppers can consider donating pre-loved or newly purchased books to the wider community by placing them on the bookshelves at the Ground Atrium. Funds from each sale of the books will help support the children at Rumah Hope, and each shopper who donates or buys books will receive one Tsutaya Bookstore RM5 cash voucher.

Shoppers may join the festive excitement with Intermark Mall's 'Stamp Your Christmas' initiative. Spend RM30 and above in a single receipt to redeem one stamp card and get one free voucher, spend RM200 and above in single receipt to redeem one free beverage from Tsutaya Café, spend RM300 and above in single receipt to redeem one RM20 Tsutaya cash voucher, and spend RM500 and above in single receipt to redeem one glass pitcher set. The more you spend, the more you receive!

For more information on Intermark Mall's 'Book Your Christmas' activities and promotions, visit www.intermark-mall.com, check for real-time updates via [Facebook](#) or [Instagram](#), or contact Customer Service at 03 2166 8170.

###

About Pavilion REIT malls

Pavilion Real Estate Investment Trust ('Pavilion REIT') is one of the largest retail concentrated REIT in Malaysia. Its assets include Pavilion Kuala Lumpur, Intermark Mall and Da Men Mall.

About Pavilion Kuala Lumpur

Pavilion Kuala Lumpur is an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping district of Malaysia. Pavilion Kuala Lumpur blends the best of the international and local retail world with over 700 stores and eight themed precincts. This premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.

About Pavilion Bukit Jalil

Located in the heart of Bukit Jalil, Pavilion Bukit Jalil, the Icon of Connectivity – Malaysia's lifestyle shopping mall sets to transform the southern corridor of Kuala Lumpur into the new cornerstone of metropolitan lifestyle and retail. With a Net Lettable Area (NLA) of 1.8 million square feet, Pavilion Bukit Jalil will offer a vibrant retail mix, gastronomical wonders and innovative recreations, reinforcing its position as the lifestyle shopping destination connected to the best-in-class retail, dining and leisure experience.

About Da Men USJ

Located in the heart of USJ, Da Men is positioned as a community-friendly mall, engaging and bringing together the community of Subang Jaya and beyond as a hub for student creativity, charity events, family-friendly activities and festive celebrations throughout the year. With over 150 stores, Da Men USJ

is a great value destination for shopping and dining experiences, featuring a wide array of cuisines at Food Arcade and New Nanyang Food Street.

About Intermark Mall

Nestled in the heart of Kuala Lumpur, Intermark Mall boasts a lifestyle experience of shopping, dining and leisure, where life and recreation converge. With six floors of retail experience and over 70 retailers, the mall presents a wide array of dedicated shopping and dining options along with amenities catered to urbanites. The mall services are elevated with premium valet parking, exclusive tourist privileges and first-rate customer service to accommodate the needs of shoppers. As a service-centric destination, Intermark Mall is seamlessly connected to the 5-star DoubleTree by Hilton Hotel and Grade A offices at Vista and Integra Towers.

For media enquiries, please contact:

Victoria Brown, Mutant Communications at +601 7606 5662 or victoria@mutant.com.my

Lara Rowena, Public Relations at +603 2118 8230 (ext. 230) or lararowena@pavilion-kl.com

Joel Chong, Public Relations at +60 18-361 5138 or joelchong@pavilionbukitjalil.com