

# PAVILION

KUALA LUMPUR

PRESS RELEASE – FOR IMMEDIATE RELEASE

## BE ENCHANTED BY PAVILION REIT MALLS MAGICAL CHRISTMAS CELEBRATIONS

**KUALA LUMPUR, 18 NOVEMBER 2021** – Christmas has taken over Pavilion REIT Malls, with the malls decked out with enchanting festive decorations for the year-end holidays. Shoppers are invited to experience the Christmas festivities at Pavilion Kuala Lumpur's **'Mystical Christmas'**, Da Men USJ's **'Whimsical Elves Christmas'** and Intermark Mall's **'Fun Fit Christmas'**.

### **'Mystical Christmas' at Pavilion KL**



Step into an enchanting **'Mystical Christmas'** at Pavilion KL! From now until 2 January 2022. Shoppers can explore the snow village at Pavilion KL's Centre Court, featuring quaint stalls, jolly snowmen, festive reindeers and mystical fairies. Stop to admire the stunning 30-foot fairy Christmas tree nestled between lush poinsettia gardens and sparkling trees – acting as the perfect festive backdrop for your annual Christmas photo!



Catch the largest **Coach 'Give A Little Love' Bespoke Holiday Installation**, as numerous adorable animals walk along a snowy landscape around the iconic Pavilion Crystal Fountain, heading to the front of the Coach store. You'll also spot Rexy, Coach's beloved mascot, making an appearance on the LED screen by the Main

Entrance to the mall. Don't forget to 'Give A Little Love' and take a photo with the adorable Coach Holiday Polar Bear and enchanting 40-foot tall Christmas tree by the Main Entrance.

The 'Mystical Christmas' campaign was jointly launched by Dato' Joyce Yap, CEO of Retail, Pavilion Kuala Lumpur and Mr. B. Ravintharan, Head of Cards, Maybank Group Community Financial Services – Pavilion KL's 2021 banking partner. The event was also attended by Dato' Philip Ho, CEO of Pavilion REIT and Ms. Rachel Yong, Senior Manager of Coach Southeast Asia.

"As Malaysia's premier shopping destination, we are a hub for award-winning festive celebrations and I know every year, shoppers look forward to admiring our dramatic decorations. We are very honoured that they have chosen Pavilion KL to be part of the itinerary in their Christmas celebrations. On behalf of Pavilion KL, I wish all our shoppers a blessed, safe and Merry Christmas and a Happy New Year," said **Dato' Joyce Yap, CEO of Retail, Pavilion KL.**

Enjoy a pick-me-up at Nespresso's holiday pop-up at Connection, and walk amidst the stunning forest backdrop designed to give shoppers a mystical forest experience in line with the newly-launched 'Gifts of the Forest' limited edition festive coffee collection.

Experience fantastic shopping and dining at Pavilion KL with the opening of several new brands, such as luxury fashion brand Chanel Shoes, Dadi Cinema's unparalleled cinematics, Japanese denim brand Evisu, popular Korean fried chicken chain KyoChon and more.

Shoppers can also look forward to the return of Pavilion KL's **RM1,000,000 CASH VOUCHER BONANZA**, the mall's biggest shopper reward programme. With Pavilion KL's official banking partner Maybank, cardholders will receive additional dining and shopping vouchers.

Maybank cardholders will receive an exclusive Pyrex Pie Plate with every RM500 spent with a Maybank card, and a Corelle Serving Plate with every RM1,000 spent. Shoppers that spend RM5,000 and above will be gifted a wristlet from Coach (worth RM420).

Treat your loved ones to a shopping staycation at Pavilion Hotel, KL. Guests will be treated to an exclusive Christmas gift worth up to RM150 with every RM300 spent in a single receipt at the hotel from 1 until 31 December, 2021.

For more information on 'Mystical Christmas' activities and promotions, visit [pavilion-kl.com](http://pavilion-kl.com) or check for real-time updates via [Facebook](#), [Instagram](#), or contact Pavilion KL's Concierge at 03 2118 8833.

### **'Whimsical Elves Christmas' at Da Men USJ**



Celebrate a **'Whimsical Elves Christmas'** at Da Men USJ this holiday season, as mischievous elves come out to play, transforming the mall into a colourful festive playground! Swing by and check out the festive decor that will surely delight shoppers of all ages.

Until 28 December, shoppers can browse for gifts, decorations and food at the mall's Christmas Elves Marketplace on the Ground and Lower Ground Floors, and have gifts wrapped by hard-working elves at the Elves Gift Wrapping station. Spruce up your home with homeware and decorations at the Homes Harmony Household Furnishing Fair on the Lower Ground Floor. Head over to INTI Centre of Art and Design's augmented reality Christmas animation nearby and get transported into a cosy living room with a crackling fireplace and magnificent Christmas tree.



In conjunction with BookXcess' new outlet opening soon on the 2<sup>nd</sup> Floor, Da Men is also hosting a special Christmas Treasure Hunt with daily BookXcess voucher prizes up for grabs. Get creative and decorate your own Christmas cookie, or donate to a needy child, at Da Men's Cookie Decorating Activity held every weekend. Shoppers can also walk away with an exclusive bespoke 3D printed Christmas ornament or keychain at the STEM4ALL and Global Art pop-up on the Ground Floor held every weekend.

Enjoy the Christmas buskers and music performances by differently-abled youth on selected weekends. Shoppers can purchase artwork from Autism Cafe Project's Christmas art show featuring stunning artwork by differently-abled youth located at Autism Cafe Project (LG Floor) until December 28

Test your skills by picking a mystery gift when you spend at Da Men USJ! Shoppers can choose from three tiers of gifts at three 'Santa Claws' machines, depending on their minimum spend in a single receipt: tier-three gifts require a minimum spend of RM80 in a single receipt (RM180 if Jaya Grocer is included); tier-two gifts, a minimum spend of RM180 with two combined receipts (RM280 if Jaya Grocer is included); and tier-one gifts, a minimum spend of RM280 in two combined receipts (RM380 if Jaya Grocer is included).

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

### **'Fun Fit Christmas' at Intermark Mall**



Get in shape this Christmas with Intermark Mall's **'Fun Fit Christmas'**, where shoppers can get active with Santa this holiday season.

From now until 2 January 2022, the Mall Atrium will showcase festive Christmas decorations featuring Santa and candy canes, along with several interactive pop-up stations to get you moving! Tee up at MST Golf's mini golf 'Ho Ho Hole'; get a taste of cycling at Flyproject's 'Christmas Ride'; get competitive at Sports Direct's 'Fun Goal', and run track at Skechers' 'Holiday Sprint'. Shoppers who complete all four activities will receive exclusive Christmas gifts.



Stock up on a wide range of exclusively imported treats and Christmas snacks at the Christmas Delectables Pop-Up by Jaya Grocer at the Concourse Level, then head over to Living Circle Concept's Decorative Pop-Up on the Ground Floor (starting 23 November) to pick up Christmas decorations and ornaments, along with homeware essentials.

Find a new home for your unused sports shoes or equipment by donating them to Community Recycle For Charity. Look out for the donation located on the 1st Floor, in front of Sports Direct. Donated items will be gifted to the underprivileged.

Shoppers who spend RM250 in a single receipt will receive a pack of running socks, and those who spend RM500 and above in two combined receipts will receive a pack of running socks and a RM50 cash voucher.

After a day of shopping and Fun Fit activities, take a break and meet Santa during his Meet & Greet sessions, held on 2, 9, 16 and 25 December at 1pm. For more information on 'Fun Fit Christmas' activities and promotions, visit [intermark-mall.com](http://intermark-mall.com), or check for real-time updates via [Facebook](#), [Instagram](#), or contact Customer Service at 03 2166 8170.

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#### **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](http://www.pavilion-kl.com) for updates on the latest trends, offers and events.

#### **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, 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.

**About Da Men USJ**

Located in the heart of USJ, Da Men USJ 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. Da Men USJ is a great value destination for shopping and dining experiences.

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