

PAVILION

KUALA LUMPUR

PRESS RELEASE: FOR IMMEDIATE RELEASE

ROARING INTO THE NEW YEAR WITH PAVILION REIT MALLS

KUALA LUMPUR, 11 JANUARY 2022 - As we usher in the Year of the Tiger, Pavilion REIT Malls presents bold and vibrant festive decorations across its shopping destinations, embodying the bravery, power and determination of the Tiger.

PAVILION KUALA LUMPUR



Pavilion Kuala Lumpur, Malaysia's premier shopping destination, presents '**Blooms of Prosperity**' Chinese New Year celebrations that showcase the traditional Chinese art of paper cutting. In collaboration with Master Chen Xiao (陈晓), international award-winning modern origami artist, Pavilion KL brings the intricacy and beauty of paper art alive with a spectacular 30-foot **Pavilion Paper Art Garden** that represents the harmony of the five elemental tigers (Metal, Wood, Water, Fire, Earth) in a Spring, Summer, Autumn and Winter setting.



At the Centre Court, the Pavilion Paper Art Garden features natural elements of the four seasons, such as blooming daffodils in spring with the Blue Tiger; peonies in summer with the Red Tiger; stunning golden-leaf maple trees in autumn with the Silver Tiger, and peach blossom trees for the winter season with the Black Tiger. The centre of the Garden features a large Gold Mountain and the mighty Yellow Tiger. Surrounding the Pavilion Paper Art Garden and flanking the Spanish Steps are dozens of auspicious Chinese lanterns and lush blooming flowers and trees to create a festive atmosphere and provide plenty of photo opportunities for shoppers.

At the Centre Court, various pop-up stalls offer new year goodies until February 15, and all shoppers are invited to make a wish at **Maybank's Wishing Well**.

In partnership with Tiger Beer, the Main Entrance features Tiger's '**Roar Together**' art installation by three prominent artists – embroidery artist Sheena Liam, installation artist Pamela Tan, and mural artist Thomas Powell. The iconic Pavilion Crystal Fountain is transformed into a modern Chinese New Year digital lantern display by Tiger Beer featuring captivating lights and **augmented reality 'Roaring Greetings'** to interact virtually with a Tiger and generate Chinese New Year greetings to be shared with family and friends. Be sure to also check out Tiger Beer's mesmerising 3D animation show on the Pavilion Elite giant LED screen featuring the brand's unique blue and orange striped tiger to wish Malaysians a roaring Year of the Tiger. Shoppers are also encouraged to unleash their inner tiger by participating in Tiger Beer's two games at Connection to win exclusive merchandise.

A partnership with DIOR invites shoppers to indulge in Chinese New Year beauty and fashion essentials at the DIOR pop-up store on Level 3. DIOR's 'The Enlightened Blooming Garden' theme features a majestic crouching tiger amidst a blooming garden of red flowers, and houses **DIOR's exclusive Chinese New Year 2022 collection**.

Great gifts await those who spend this Chinese New Year! With a minimum spend of RM300 in a single receipt at speciality stores, shoppers will receive exclusive Pavilion KL Angpow Packets for free.

Maybank cardholders may redeem a complimentary Vatiri Cocotte Set with RM1,000 spent or a Tomei Year of Blissful Tiger Gold Foil Red Packet with RM1,500 spent in a single receipt. Additionally, the top

three spenders will be rewarded with a Massage Chair from Ogawa or Gintell when shoppers spend with Maybank Credit or Charge Cards.

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

DA MEN USJ



Da Men USJ presents **'Blossoming Harmony'** – a lush flower garden featuring beautiful wisteria and auspicious red lanterns hanging overhead, symbolising vitality and good fortune for the year ahead. Cheerful youth representing 'Muhibbah Malaysia' are also featured around the mall to greet shoppers.

Head over to Da Men USJ's **Roaring Bazaar**, Lower Ground and Ground Floors, before January 30 and be spoiled with the generous offerings from local entrepreneurs selling decorations, handicrafts, and delicious snacks to get ready for Chinese New Year!

Get into the festive spirit with spectacular Chinese New Year performances. Catch traditional and acrobatic lion dance performances on the Ground Floor every weekend in January and February 6 and 15 at 3pm. Shoppers can also enjoy Chinese Orchestra performances by SEGI College, Street Dancing performances by INTI, musical performances by a differently-abled duo and Acapella performances by Taylor's University on selected weekends. Da Men USJ will also host a Mini Concert showcasing talented solo artistes, such as, Nick Kung and Ash Lu on January 22 at 4.30pm.

Make the most of a visit to Da Men USJ with the **Zodiac Fortune Scan and Redeem** interactive game, where shoppers can try their luck at hunting for the 12 animal zodiacs hidden around the mall. Those

who find all 12 zodiacs will receive a 2022 fortune reading and stand a chance to redeem gifts and vouchers from selected tenants.



Shoppers will receive an exclusive set of Da Men USJ Angpow packets for every RM50 spent in a single receipt mall-wide. A minimum spend of RM180 (RM280 with Jaya Grocer receipt) will give shoppers a Lucky Pick Redemption for a chance to win a mystery gift. While, a minimum spend of RM200 in a single receipt will entitle shoppers to purchase one can of Soon Thye Hang Abalone worth RM90 at RM29 only. Shoppers can also walk away with a new Faber Kettle when they spend RM800 (max two combined receipts). 'Unlock Your Happiness' and stand a chance to win a 3D/2N stay at Hard Rock Hotel Desaru Coast for 4 pax worth RM8,500 when shoppers spend a minimum of RM50, make a love dedication and count the number of hearts located at the Atrium, Ground Floor.

For more information on '**Blossoming Harmony**' activities, visit damen-mall.com or check for real-time updates via [Facebook](#), [Instagram](#), or contact Customer Service at 03 8021 0222.

Intermark Mall



Inspired by the grandeur and heritage of Chinese opera, Intermark Mall invites shoppers to dive into the quintessence of Chinese culture this festive season with '**Opera Opulence**' featuring festive oriental decorations with cut-outs of graceful opera artists that allow for plenty of photo opportunities from now until February 16!

In collaboration with internationally-renowned fashion designer Carven Ong, Intermark Mall presents an exclusively-designed '**Opera Meets Fashion**' collection inspired by the archetype of Chinese opera, displayed in the Ground Atrium. Also on exhibition is the '**Opera Opulence Gallery**' featuring a private collection of lavish and extravagant Chinese opera costumes. The unique exhibition showcases the rich heritage of Chinese opera and offers shoppers the rare opportunity to closely admire the intricate designs, concise symbols, and spectacular colours that portray the characters' personalities and social identities.



Chinese New Year is incomplete without majestic lion dance performances along with a special appearance from the God of Prosperity to bring good luck and prosperity to all! Marvel at the festive atmosphere and enjoy the performance every Wednesday until January 26 at 1.30pm. Shoppers can also catch the cultural Drum and Dance Performance by Taylor's International School Kuala Lumpur on January 11, 20, 25 and 27 at 1pm, and January 13 at 12.30pm and 2.30pm.

Get your festive shopping done at Intermark Mall – find a dress to impress at **Carven Ong Couture's Oriental Fashion Pop-Up**, Ground Floor, showcasing the designer's latest ready-to-wear festive collection from January 8 to 28. Spruce up your home with decorative and essential homeware items at **Living Circles Concept's Artisan Pop-up**, Ground Floor from January 10 to February 16 – shoppers will be able to find great finds from lucky plants and artisanal decorative pieces that will bring luck and prosperity during the New Year and beyond. Looking for gifts to bring along to Chinese New Year visits and parties? Look no further than **Jaya Grocer's Delectable Pop-Up**, Concourse Level from January 17 to February 13 where you'll find a selection of festive hampers, Chinese New Year treats and snacks!

Shoppers will be rewarded when they spend at Intermark Mall – those who spend RM100 and above in a single receipt may redeem an exclusive set of Intermark Mall Angpow Packets and spin the '**Wheel of**

Prosperity' to stand a chance to win exclusive gifts. Shoppers who spend RM388 and above in a single receipt may redeem an exclusive set of Intermark Mall Angpow Packet and Carven Ong Couture Oriental Jute Bag. Spend RM188 and enjoy a special deal to purchase an exclusive Oriental Silk Road Tea Pot at RM88 at Living Circles Concept, Concourse.

For more information on **'Opera Opulence'** activities and promotions, visit intermark-mall.com, or check for real-time updates via [Facebook](#), [Instagram](#), or contact Customer Service at 03 2166 8170.

About Pavilion REIT malls

Pavilion Real Estate Investment Trust ('Pavilion REIT') is Malaysia's largest retail concentrated REIT. 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 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. It is a 3-minute walk from the Pavilion Bukit Bintang MRT station. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.

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 as well as entertainment at the galaxy-themed Music Box Karaoke.

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

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