

PAVILION

KUALA LUMPUR

PRESS RELEASE – FOR IMMEDIATE RELEASE

DISCOVER THE WONDERS OF CHRISTMAS AT PAVILION REIT MALLS

KUALA LUMPUR, 27 NOVEMBER 2022 – This Christmas, Pavilion REIT Malls brings the wonder of Christmas to all shoppers as it celebrates the magic and joy of the festive season with Pavilion Kuala Lumpur's **'Season of Wonder'**, Da Men USJ's **'12 Wonderful Days of Christmas'** and Intermark Mall's **'A Bearbrick Christmas'**.

Across all three malls, shoppers can experience these incredible year-end festivities – featuring a magical Disney-themed Pavilion KL, a wonderland of toys and storybooks at Da Men USJ, and an ode to a favourite collectible at Intermark Mall – together with friends, families and loved ones.

'Season of Wonder' at Pavilion KL



As The Walt Disney Company celebrates its 100th anniversary, shoppers at Pavilion Kuala Lumpur will be the first in Southeast Asia to experience 'Disney 100 Years of Wonder'. Pavilion Kuala Lumpur's Centre Court will transform into an enchanting village of **'Season of Wonder'** from now until 26 December 2022.



Following the success of ‘A Starry Christmas’ *Star Wars* holiday extravaganza in conjunction with the release of *Star Wars: The Rise of Skywalker*, Pavilion KL is pleased to kick off a year-long celebration of Disney100. The festivities include Parkson’s ‘Disney 100 Years of Wonder’ retail pop-up at the Centre Court, where shoppers will also be treated to an exclusive first look at Disney100 merchandise. In addition, shopDisney.asia, The Walt Disney Company Southeast Asia’s flagship e-commerce destination, will also curate a special pop-up for the first time. Besides a showcase of Disney collectibles and merchandise, 12 Limited Edition Doll designs such as Jasmine, Snow White, Tiana and more will be featured. As an additional surprise, children might also get a chance to meet some very special Disney friends including Mickey Mouse and Donald Duck.



Shoppers can hop aboard the Disney100 Express, a life-size train installation to embark on a wondrous experience featuring Disney, Pixar, Marvel and *Star Wars* films and animations. Travel through the ages in each carriage – from Mickey Mouse’s first appearance in *Steamboat Willie* released in 1928, to *Snow White and the Seven Dwarfs*, Disney’s first feature-length animated film. Friends and families can also come together to celebrate their love of The Walt Disney Company entertainment with *The Many Adventures of Winnie the Pooh*, sing “Hakuna Matata” with the motion picture *The Lion King*, or imagine

getting transported to a galaxy far, far away with *Star Wars* and *The Mandalorian* series. In one carriage, fans can fall into the fantasy world of *Alice in Wonderland* to sing *The Unbirthday Song*, which comes fully furnished with shopDisney.asia's Mad Tea Party themed dining and drinkware. While in another, set off on an adventure To Infinity and Beyond inside the *Toy Story* carriage designed as Andy's room decked out with all of Andy's replica toys.

The 'Season of Wonder' campaign was jointly launched by Pavilion Kuala Lumpur and The Walt Disney Company.



At the main entrance, shoppers can also admire the Chanel No. 5 Holiday campaign, one of seven magnificent installations around the world, featuring a spectacular culmination of gorgeous design and interactive elements for shoppers to enjoy. Santa Claus will also be dropping in for kids to share their wishes.

Shoppers can experience fantastic shopping, entertainment, and dining at Pavilion KL with the opening of several new brands, such as coffee houses HWC Coffee and Kenangan Coffee and the revamped Sacoor Brothers store, and can catch the latest flicks, such as Disney's upcoming film *Avatar: The Way of Water*, at Dadi Cinema on December 15.

Pavilion Privileges Members can pick up complimentary Dadi Cinema movie passes when they spend RM300 and above (RM500 and above for non-members) in a single receipt, while shoppers spending RM800 and above (RM1,500 and above for non-members) can redeem premium Dadi Cinema Star+ Passes. Maybank cardholders who spend RM1,000 and above can walk away with a Disney Double Wall

Glass and Stirrer, while those spending RM2,000 and above can take home a Disney Leather Tote Bag, or those who spend RM5,000 and above can roll home a Disney Cabin Size Luggage.

For more information on 'Season of Wonder' 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.

'12 Wonderful Days Of Christmas' at Da Men USJ



Step into a wonderland of toys and storybooks as Da Men USJ transforms into a **'12 Wonderful Days Of Christmas'** featuring glittering Christmas trees and iconic children's toys to delight shoppers of all ages from now until 26 December 2022.



Check out the mall's Book Castle located in the Atrium, Ground Floor that features a castle made from books and a play area to create the perfect reading nook for the entire family. Shoppers are also encouraged to swap or donate their pre-loved books at the book castle. All collected items will be gifted to under-privileged children.

It is toys galore at Da Men USJ, where shoppers can pick out gifts for their young ones at the Christmas pop-up on the Main Entrance, Ground Floor. Head over to the Wonderful Christmas Marketplace on the Lower Ground Floor every weekend to shop for festive decorations, gifts, accessories, and food to get yourself Christmas-ready! Shoppers who spend more than RM50 in a receipt can head on over to the gift wrapping counter to receive the complimentary service. The gift-wrapping service can also be enjoyed by all shoppers for a nominal fee of RM1 to RM3, with all proceeds going to charity.

Don't forget to try your luck on the Spin Of Wonders for a chance to win exclusive vouchers when you spend a minimum of RM180 in two combined receipts mall-wide (RM280 if with Jaya Grocer receipt).

There are plenty of festive activities for the family to enjoy this Christmas season – from a Santa Bear Meet & Greet held every weekend, International Children Day activities, and engaging storytime for the little ones, musical performances, and contests.

After all the shopping and activities, unwind and refuel at one of Da Men USJ's many F&B tenants. Shoppers can unlock fantastic FRI-YAY treats where they can score free food or drink every Friday when they spend a minimum of RM20 in two combined receipts mall-wide.

For more information on '12 Wonderful Days Of Christmas' activities and promotions, visit damen-mall.com or check for real-time updates via [Facebook](#), [Instagram](#), or contact Customer Service at 03 8021 0222.

'A Bearbrick Christmas' at Intermark Mall



Immerse yourself in the spirit of Christmas with a *beary* fashionable icon – the Bearbrick 'bear'. Intermark Mall's '**A Bearbrick Christmas**' celebration in partnership with Toy Garden will unveil an

exclusive Bearbrick showcase, with a magnificent Bearbrick Christmas Tree – the first-ever in Asia – as the festive centrepiece situated at the mall's Ground Atrium.



From now until 26 December 2022, shoppers can admire the 24 unique 1000% Bearbrick figurines standing at 70cm tall, from its Basic, Pattern, SF (science fiction), Artist and special collaboration collections, that will be showcased in a stunning rotating 6-foot-tall Christmas tree. Look out for familiar characters such as Batman, Minnie Mouse, Jack Skellington (from *The Nightmare Before Christmas*), and Tweety (from *Looney Tunes*) in their Bearbrick form!

Shoppers can also browse through the Bearbrick showcase collections at the Ground Atrium featuring collections from the 400% and 100% Bearbrick designs. If something catches your eye, shoppers can scan the QR code to purchase or find out more information on the design.



After admiring the stunning Bearbrick decorations, shoppers can shop for their own Christmas decor to get their home Christmas-ready at the Festive Fair by Living Circles Concepts on the Ground Floor. At the pop-up, shoppers can find Christmas trees, festive baubles, ribbons, festive cards and more for sale, or they can also get their gifts wrapped by a professional! Looking for some festive treats? Head over to the

Christmas Market by Jaya Grocer (starting 28 November) on the Concourse Level to stock up on various panettone, fruit cake, pudding, mince pies and more!

Shoppers can also take part in numerous activities, such as, a personalised Bear Fluid Art Workshop or a Beary Candle Workshop that will make for the perfect decoration item or personalised gift for the festive season! Enjoy festive performances by the amazing young talent at The British International School Kuala Lumpur with a lovely Flute Choir Performance and a Gymnastic Dance Performance by the young gymnasts at The Little Gym throughout the month of December.



Spend and be rewarded when you shop at Intermark Mall! Shoppers who spend RM500 in a single receipt will receive an exclusive Christmas mug, while the top five spenders will win Oriental Signature vouchers worth up to RM500 each.

For more information on 'A Bearbrick Christmas' activities and promotions, visit 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 for updates on the latest trends, offers and events.

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.

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 Disney 100 Years of Wonder

Disney 100 Years of Wonder celebrates The Walt Disney Company's 100th anniversary. The largest company-wide event in Disney's history, Disney100 celebrates the impact of Disney's unparalleled storytelling and experiences both on global culture and audiences, along with the creators, employees, and cast members who have brought those stories to life. Disney will celebrate its fans with new experiences, products, special events, films, programming, livestreams, exhibits, and more from across its vast portfolio of beloved brands. Disney100 will honor the company's past and present, while setting the stage for the next 100 years of Disney magic, as the company creates a larger and more connected magical Disney universe for families and fans around the world.

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