

# PAVILION

REAL ESTATE INVESTMENT TRUST

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## CELEBRATE HARI RAYA AIDILFITRI WITH CULTURAL DELIGHTS AND TRADITIONAL FESTIVITIES AT PAVILION REIT MALLS



**KUALA LUMPUR, 21 APRIL 2021** - Enjoy a celebration of culture, tradition and festive delights this Hari Raya Aidilfitri at Pavilion REIT Malls. Get in the mood with stunning decorations, cultural delights and of course, plenty of festive shopping! Soak in the festivities with **'Riang Rih Raya'** celebrations at Pavilion Kuala Lumpur, immerse in the beauty of traditional Malaysian kites at Intermark Mall with **'Wau Raya'** and celebrate Aidil Fitri together at Da Men USJ's **'Muhibbah Mesra Raya'**!

"Malaysians come to shopping malls during the festive season to admire the grand decorations, get in the festive mood and treat themselves to dining and shopping. As Pavilion REIT Malls continue to create festive campaigns to delight visitors, we hope our Hari Raya celebrations will also bring appreciation, optimism and positivity by shining the light on our rich cultural heritage. I wish all Muslims 'Selamat Berpuasa' and 'Selamat Hari Raya' - may this season of forgiveness bring peace and illuminate your life with joy", said **Dato' Joyce Yap, CEO of Retail, Pavilion REIT Malls.**

## PAVILION KUALA LUMPUR



Malaysia's premier shopping destination, presents '**Riang Rih Raya**', a celebration of Malaysia's heritage, culture and traditions. The mall's decorations are inspired by the floral motifs of *batik* and the vibrant colours of mosaic design, with the Centre Court showcases a vibrant festive garden with abundant floral blossoms and traditional lamps. Overhead, bold coloured fabric and twinkling lights add vibrance and colour in an ode to Malaysian craft and heritage.

Pavilion KL is proud to partner with the Ministry of Domestic Trade and Consumer Affairs to support the Ministry's 'Buy Malaysia Products' campaign by presenting **Malaysian Marketplace** at the Centre Court for Malaysian entrepreneurs to sell their products.

At a launch event held yesterday, Dato Sri Alexander Nanta Linggi, Minister of Domestic Trade and Consumer Affairs, officially launched '**Riang Rih Raya**' and **Malaysian Marketplace** together with Datuk Abdul Wahab Khalil, Advisor to KLP Sdn Bhd. Also at the launch were Dato' Rosol bin Wahid, Deputy Minister of Domestic Trade and Consumer Affairs, Datuk Seri Haji Hasnol Zam Zam bin Haji Ahmad and Dr. Alauddin bin Sidal, Secretary General and Deputy Secretary of Domestic Trade and Consumer Affairs respectively.

As he toured Malaysian Marketplace, Dato Sri Alexander Nanti Linggi was presented with the variety of merchandise on offer – including fashionable *batik*, delectable Raya goodies, beautiful handicrafts and

other locally made products at stalls by Arfa Batik, Masterpiece by Masrina Abdullah & Batek by Rasta, Zaahara, Asma Batik, Little Fanna, Borneo Essential, Jeiwa, Swag, Myziff, Yusa Food, Dalucia, and Hana Medic.

As part of **Riang Rih Raya**, look out also for the pop-up booth by **Spritzer The Original Rainforest Water** at the Main Entrance. From now till May 23, Spritzer will be educating shoppers on the importance of recycling and preserving Malaysia's pristine rainforest and water sources. Shoppers may redeem free Spritzer Natural Mineral Water and Acilis by Spritzer, and recycle the bottle they have consumed at their recycling machine. To mark Earth Day on April 22, shoppers can check out Spritzer's sustainability initiative at their booth.

Be rewarded when you shop this Hari Raya! With a minimum spend of RM150 or RM100 with Maybank Credit or Charge Cards, shoppers will receive exclusive Pavilion KL Raya Packets for free. Complimentary RM20 vouchers are available with a minimum spend of RM250; RM50 vouchers are up for grabs with a minimum spend of RM1,000; and RM300 vouchers will be presented to shoppers with RM3,000 spent in a single receipt at retail or dining outlets. With Maybank as Pavilion KL's official banking partner, cardholders will receive a complimentary Solecasa Teapot with a minimum spend of RM500 or a free Corningware Covered Casserole (1.25L) with a minimum spend of RM800 in a single receipt at retail stores and F&B outlets.

### **Intermark Mall**





Immerse yourself in the beauty of one of Malaysia's national symbols - the *wau*, an intricately designed Malaysian kite, at Intermark Mall. Woven with rich Malaysian tradition, cultural heritage and delightful masterpieces, be *wau*-ed at '**Wau Raya**' from now till 23 May.

Intermark Mall collaborated with award-winning *wau*-maker Razi Said to display his craft. This rare and stunning display showcases the rich heritage and tradition of the *wau*. Discover his enduring fascination with the *wau* and his colourful creations, brought to life with intricate floral patterns that took him approximately 3200 hours to complete. Razi will also be conducting *wau*-making demonstrations every Saturday at 2pm from April 24 to May 15 for shoppers to learn more about Malaysia's ancient art form.



Stock up on all your Raya goodies at Jaya Grocer's Raya Delectables Fair, held at the Concourse Floor from April 19 to May 23. From festive treats, hampers, imported dates and chocolates, shoppers will be able to get all their favourite snacks just in time for Raya gifting!

Shoppers who spend RM500 and above in two accumulated receipts may redeem a Pyrex gift, RM50 dining cash vouchers and an exclusive set of Intermark Mall Hari Raya Packet. Shoppers who spend RM300 and above in two combined receipts mall-wide may purchase a Bacarat headscarf at RM50 (normal price RM139). Those who spend RM200 and above in a single receipt mall-wide from May 3 to May 9 may redeem a complimentary Grandmama's RM10 cash voucher.

**Da Men USJ**



Da Men USJ celebrates ‘**Muhibbah Mesra Raya**’, an unforgettable festive celebration with decorations inspired by the beauty of Malaysia’s traditional woven ‘*anyaman*’ art, symbolising the beauty and tight-knit nature of our multicultural society.

For Raya essentials, shoppers can head over to Da Men’s Muhibbah Mesra Market, located at the Lower Ground Floor featuring decorations, handicrafts, *kuih muih* and delicious snacks. Don’t forget to stop and enjoy the music, with buskers belting out festive tunes every Friday, Saturday and Sunday from 12pm-3pm and 4pm-7pm!

With a minimum spend of RM180 in a maximum of two combined receipts mall-wide, shoppers can stand a chance to win an exclusive woven handicraft, merchandise and cash vouchers in a Lucky Pick Contest\*. Shoppers will also be entitled to purchase a Faber Stainless Steel Slow Cooker at RM70 (normal price RM109), a Faber Electric Kettle Jug at RM90 (normal price RM169) or a Nextgen Hand Sanitizer Spray at RM1 (normal price RM19.90) with a minimum spend of RM80 in a single receipt mall-wide.

The first 1,000 shoppers also get the chance to experience a unique Turkish cultural photo session, and with a minimum spend of RM180 mall-wide, shoppers will get a free 15-minute photo session in traditional Turkish costumes at Blue Eyes, along with a RM20 discount with any RM100 spent in-store.

*\*Maximum two picks per shopper per day. Minimum spend at Jaya Grocer is RM280.*

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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, 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.

#### **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.

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