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NEWS RELEASE
For Immediate Release

**Suria KLCC Elevates Its Award-Winning “Picnic in the Park”
into a Full-Fledged Festival!**

Kuala Lumpur, 8 July 2025 – Suria KLCC recently wrapped up the highly anticipated return of its award-winning "Picnic in the Park", which this year debuted in an exciting new format; a vibrant, full-fledged festival set against the iconic backdrop of KLCC Park and the Esplanade KLCC.

Held from 4 to 6 July, the three-day outdoor event brought together the joy of al-fresco dining and curated lifestyle experiences in a lively, experiential setting. Now in its third year, this signature campaign reached new heights with modern rustic décor, a Glam Bar for festival-ready looks, and a retro combi van turned snack hub and Insta-worthy photo spot.

Access to the festival was reserved exclusively for Suria KLCC shoppers who spent RM3,000 and above in two receipts between 13 and 29 June. Each qualifying shopper received a picnic admission for four, along with RM80 in F&B e-vouchers to enjoy at the festival.

From 4pm to 9pm daily, 75 groups per day were treated to a money-can't-buy experience in the park, framed by the Petronas Twin Towers and the Lake Symphony, from golden hour through twilight.

The Esplanade KLCC was transformed into a whimsical festival ground, draped in sheer canopies and lush greenery. Upon registration, guests received a curated picnic basket and roadmap card to guide their festival journey - starting with whimsical face painting and handcrafted beaded accessories at the Glam Bar Station, and continuing through the DIY drinks bar, coffee-tasting booth, photobooth with unlimited printouts, and more.

At KLCC Park, guests enjoyed earth-toned picnic setups beneath tipi tents, along with engaging workshops such as tote bag customisation and bubble play. Delectable bites and sips were served by Imperial Chakri Palace, TGI Fridays, Sakana, All About Chew, Eight Ounce Coffee Co, and Gong Cha. Guests also received goodies from Toys “R” Us, Remax, Kiehl’s, MAC, and HOKA.

A highlight of the event was the 10-foot macramé centrepiece and performance stage on KLCC Park Hill, where guests were entertained by live performances from the Malaysian Philharmonic Orchestra, buskers, and drum circles. The evenings concluded with a spectacular view of the Lake Symphony Fountain Show, providing a fitting end to a magical evening.

Picturesque photo ops including a vintage combi van, rattan swing chair, and the stunning macramé installation, ensured guests had plenty of content-worthy moments to capture and share.

“At Suria KLCC, we believe in creating experiences that go beyond shopping. 'Picnic in the Park' is our way of celebrating our shoppers by offering them something truly special: a thoughtfully curated escape in the heart of the city,” said Francis Tan, Executive Director and CEO of Suria KLCC Sdn Bhd.

For more information and the latest updates, visit www.suriaklcc.com.my as well as www.facebook.com/SuriaKLCCMall.

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About Suria KLCC

Suria KLCC, Kuala Lumpur's iconic experiential shopping destination, embodies the essence of retail excellence. With its tagline 'Always Something New,' Suria KLCC invites visitors on a continuous journey of discovery within its expansive 1 million square feet complex, housing over 300 specialty stores featuring exclusive brands and the latest trends.

Beyond its diverse retail offerings, Suria KLCC boasts a vibrant culinary scene, inviting guests to explore a variety of dining options against the backdrop of a serene park and symphonic water fountain. From trendy cafes to a multitude of restaurants and food courts offering diverse cuisines, the destination ensures a delightful culinary experience for all.

Suria KLCC creates an ambiance of sophistication and serenity, seamlessly blending shopping, dining, and relaxation. It serves as a testament to refined experiences, where each visit promises memorable moments amidst a backdrop of discovery and tranquility.

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