

PAVILION

KUALA LUMPUR

PRESS RELEASE – FOR IMMEDIATE RELEASE

REDISCOVER MALAYSIA’S PREMIER SHOPPING DESTINATION WITH THE NEW PAVILION KL MOBILE APP



KUALA LUMPUR, 6 OCTOBER 2021 – Pavilion Kuala Lumpur, Malaysia’s premier shopping destination, has launched its new multi-feature Mobile App with interactive mall navigation, on-the-go mall updates and mobile-exclusive rewards to elevate its shopping experience to the next level by empowering shoppers with all the information they need in the palm of their hand.

Shoppers are invited to rediscover Pavilion KL with the new Pavilion KL Mobile App. With more than 700 retail and dining options spanning eight precincts, shoppers can easily navigate the mall and discover new store openings and hidden gems with the App’s interactive navigation.



The Pavilion KL Mobile App will not only provide shoppers with a seamless and elevated shopping experience, it will also be the digital platform to enjoy the mall’s brand new loyalty program, Pavilion Privileges. Step into the world of Pavilion Privileges to be rewarded with exclusive benefits, event invitations and more. With the Mobile App, members will also be able to skip queues to redeem rewards, and access their member account information all at the touch of a button.

“The Pavilion KL Mobile App marks an exciting new era of shopping for our digital-savvy shoppers, where we are combining mobile technology and retail to provide the best shopping experience. We are entering a new digital frontier with our new Pavilion KL Mobile App where we can directly communicate with our shoppers to inform them of the best deals, new store openings and latest announcements. With the Mobile App, shoppers will also be able to get instant access to their Pavilion Privileges account information and upload their receipts to progress to the next membership tier to receive more benefits,” said **Dato’ Joyce Yap, CEO of Retail, Pavilion REIT Malls.**

The Pavilion Kuala Lumpur Mobile App is available on the [Google Play Store](#) and [Apple App Store](#).

Pavilion Privileges

Shoppers can be a part of the Pavilion Privileges membership through three tiers: Pavilion Lifestyle, Pavilion Priority and Pavilion Luxe. Each tier includes a host of privileges and will give shoppers an increasing breadth of benefits as they spend and progress to the next level.



- **PAVILION LUXE** - With RM50,000 spend in a single receipt OR RM100,000 spend in accumulation of multiple receipts in one month.
- **PAVILION PRIORITY** - With RM5,000 spend in a single receipt OR RM10,000 spend in accumulation of multiple receipts in one month.
- **PAVILION LIFESTYLE** - With RM1,500 spend in a single receipt OR RM3,000 spend in accumulation of multiple receipts in one month.

Pavilion Privileges Centre

The **Pavilion Privileges Centre** located at Level 2 is a convenient, one-stop location for any assistance relating to membership application, renewal, enquiry, member gift redemption and mall gift redemption. For more information on Pavilion Privileges, click [HERE](#).

Dining Concierge

With over 150 food and beverage tenants to choose from, Pavilion KL offers experiential dining options for all occasions and across all age groups. For recommendations on dining and to book private rooms at spacious restaurants, shoppers can contact Pavilion Kuala Lumpur's VIP Dining Concierge at **03 2118-8835**.

Shopper Rewards

Be rewarded when you spend at Pavilion KL! With a minimum spend of RM100 at retail and F&B stores, shoppers can redeem free parking for the first two hours. Maybank Platinum Card and Maybank Visa Infinite Diamanté Cardmembers can enjoy a free drink at Maison. At the same time, Maybank Platinum Card, Maybank World Mastercard, and Maybank Visa Infinite Cardmembers can enjoy complimentary valet service when they shop at Pavilion KL.

A Safe Shopping Experience

The mall is moving to address and improve customer experiences so that people can shop safely and with peace of mind. To ensure a safe shopping environment for all, a series of vigorous preventive measures have been put in place. Only shoppers with 'Low Risk' and 'Casual Contact No Symptom' statuses on their MySejahtera app, those wearing masks and with temperatures below 37.5°C are permitted into the mall.

Click [HERE](#) for a full list of outlets opened. For further updates, visit Pavilion KL's [website](#), [Facebook page](#) or [Instagram page](#).

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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.

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