

FAHRENHEIT88, THE LATEST SHOP SPOT IN TOWN RAISES FESTIVE SHOPPING FEVER WITH OFFICIAL OPENING

Kuala Lumpur, 24 November 2010 – The latest shop spot in town, fahrenheit88 was launched at an event officiated by Minister of Tourism, YB Dato’ Sri Dr. Ng Yen Yen. Also in attendance to witness the landmark event were Y.Bhg Datin Cindy Lim, Deputy Chairman of Kuala Lumpur Pavilion Sdn Bhd, Y.Bhg Dato’ Lee Tuck Fook, Director, Makna Mujur Sdn. Bhd. and Mr. Khalifa Jassim Al-Kuwari, Chief Operating Officer of Qatar Holding, a joint venture partner for fahrenheit88 and Pavilion Kuala Lumpur.

Standing tall along Jalan Bukit Bintang, in the heart of the golden triangle of Kuala Lumpur, fahrenheit88 is set to make its mark in the city with its diverse offerings of the latest fashion, gadgets, F&B and entertainment.

The grand opening ceremony featured a traditional lion dance, with eight prosperity lions dancing their way into the mall. The fahrenheit88’s grand opening elevated into a crescendo of sound and style with a plaque signing ceremony by the Minister of Tourism Malaysia, witnessed by over 500 guests comprising dignitaries from Qatar Holding, business partners, tenants, and shoppers.

Dato’ Lee Tuck Fook, representing the developer and owner of fahrenheit88, Makna Mujur Sdn. Bhd., said:

“fahrenheit88 is designed to create the ultimate shopping experience for sophisticated and cultured individuals by offering them a unique mix of funky fashion styles topped with youth-centric entertainment . Shoppers have the luxury of picking and choosing from over 250 outlets across five retail floors and two entertainment floors.

The recent opening of our anchor tenant, UNIQLO has brought so much energy and life into the mall and Bukit Bintang itself. Thousands queue daily, especially on weekends, to have a glimpse of the store and grabbing the many great deals in-store. This shows the confidence that international brands have towards our retail mall”.

Mr. Ahmad Al-Sayed, Chairman of Pavilion International Development Fund, the ultimate owner of fahrenheit88 through which Qatar Holding is joint venture partner, commented:

“We are pleased to have grown our presence in the golden triangle of Kuala Lumpur to fahrenheit88, following our previous successful investment in Pavilion Kuala Lumpur. This is in line with our strategy to team up with experienced local partners in prime cities and invest in world-class assets at attractive yields, diversifying our investments across the globe.”

In delivering her speech, YB Dato’ Sri Dr. Ng Yen Yen said, “fahrenheit88 is a unique development with a diverse retail mix of international and local brands, as well as food and leisure retailers. I understand that fahrenheit88 has been bringing back the young urban trendy crowds to Bukit Bintang.”

“I’m also delighted that Uniqlo, a major international brand and Japan’s No.1 fashion brand has chosen to open in Malaysia. It is a great testament to the potential of fahrenehit88 and further underscores the confidence the Japanese giant has in our Malaysian shopping industry,” explained the Minister.

At the grand opening ceremony, the Minister of Tourism also launched the fahrenheit88 Tourist Privilege Card and Students Only! Card and presented the cards to a lucky tourist and a student. Both first recipients of the cards received shopping bag worth RM500 each. The cards will enable tourist and students to enjoy discounts and offers at participating stores.

Guests were then treated to a Style Rocking Fashion show and music entertainment, featuring trendy-setting brands of the mall and an accessories-themed show to reflect the retail diversity of the mall.

Already an estimated 2.5 million tourists and shoppers throng malls in Bukit Bintang every month, making it one of the most popular and critically acclaimed must-visit destinations in the city. The location of fahrenheit88 and its quality will certainly play a role in further attracting the large market of both local and foreign shoppers.

With fahrenheit88's perfect retail mix of four hot spots, namely the Fashion Hot Spot, Gadgets Hot Spot, F&B Hot Spot and Entertainment Hot Spot, this newest mall in town is sure to be another draw for the urban shoppers.

In conjunction with the launch of the Malaysia Year End Sale at fahrenheit88, there will be many promotions to enjoy such as:

- With RM150 spent in two accumulated receipts mall-wide, shoppers will have the chance to take home either a choice of a trendy bag or a cool gadget.
- Shoppers also have the opportunity to walk away with both a trendy bag and a cool gadget if they sign up for the OCBC Titanium Card.
- MasterCard holders will be able to redeem a chic multipurpose folder when they charge RM300 to their MasterCard at fahrenheit88.
- Every RM100 spent entitles shoppers to stand a chance to win a Perodua Myvi EZI Premium in the 'MYES Count The Logo' Contest, a collaboration with the Ministry of Tourism.

The fun continues at fahrenheit88 with Christmas celebrations till 26th December 2010. Themed 'Rockin Christmas', fahrenheit88 will play host to shoppers and urbanites who are in for some rocking fun this Christmas. The mall will be organising trendy competitions, fun games and promotions every weekend for its shoppers as part of the year end celebrations.

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Reference for Chinese Media

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