

PAVILION

KUALA LUMPUR

FOR IMMEDIATE RELEASE

CELEBRATE THE SPIRIT OF TOGETHERNESS THIS HARI RAYA WITH PAVILION REIT MALLS



KUALA LUMPUR, 3 April 2023 — Step right into vibrant festivities and rich cultural heritage this Hari Raya as Pavilion REIT Malls open their doors to shoppers, welcoming them to celebrate togetherness, forgiveness, and gratitude. Get ready to be transported to a world of heritage and culture when visiting Pavilion Kuala Lumpur, Intermark Mall, and Da Men USJ where the stunning décor perfectly captures the essence of Malaysia's unique culture and traditions.

From the show-stopping decorations at each mall, capturing perfect memorable selfies, to exciting activities, promotions, and performances, there is something for everyone at Pavilion REIT Malls. Delight in the joy of community, where tradition meets modernity with Pavilion KL's '**Raya Togetherness**' campaign, immerse yourself in the festive spirit with Da Men USJ's '**Rentak Irama Raya**', and discover the beauty of traditional woven crafts with Intermark Mall's '**Weaving Raya**'.

Whether you're looking to soak up the festive atmosphere, indulge in some retail therapy, or simply spend quality time with your loved ones, Pavilion REIT Malls promises to deliver a truly unforgettable experience.



From left to right: Datuk Radzuan Radziwill, Puan Farizun Abdul Karim, To' Puan Nor Zaini Binti Abd Latiff, YAM Tengku Puteri Daulath Raja (Tengku Dato' Seri Fatimatuz Zahra' binti Al-Wathiqu Billah Sultan Mizan Zainal Abidin, YAM Tengku Sri Setia Mahkota Raja (Tengku Dato' Seri Muhammad Mua'az ibni Al-Wathiqu Billah Sultan Mizan Zainal Abidin), YAM Tengku Puteri Utama Raja (Tengku Dato' Seri Nadhirah Zahrah binti Al-Wathiqu Billah Sultan Mizan Zainal Abidin), DYTm Tengku Muhammad Ismail ibni Al-Wathiqu Billah Sultan Mizan Zainal Abidin, Yang Di-Pertuan Muda Terengganu, Kebawah Duli Yang Maha Mulia Sultanah Terengganu, Sultanah Nur Zahirah, Dato' Mearia Hamzah, Board of Director, Pavilion REIT, To' Puan Seri Hjh Nur Rahmah Mohd Zain, YBM Tengku Seri Bijaya Raja Datuk Tengku Farok Hussin bin Tengku Abdul Jalil

Pavilion Kuala Lumpur

Pavilion KL, Malaysia's premier shopping destination, is celebrating the Raya season with its '**Raya Togetherness**' campaign. Until April 24, shoppers can enjoy a variety of events and promotions that showcase the beauty of traditional culture in a contemporary context.

Partnering with Yayasan Tuanku Nur Zahirah, Pavilion KL features a 150-year-old heritage house that serves as a bridge between traditional cultural heritage and the modern world. The original antique house is transformed into a modern heritage house through batik decoration and experiential projection mapping.



The Centre Court also boasts stunning stained-glass panels inspired by Islamic art and architecture that create a colourful backdrop to the heritage house. Shoppers can dive into Malay heritage and culture with demonstrations of traditional art such as calligraphy, jewellery making, batik canting, wood carving, weaving, and songket.



To help people get Raya-ready, shoppers can head over to the 'Raya Togetherness Marketplace', which features exclusive designs from local designers such as Jovian, Captain Batik, and Pandora. The Artisan Malaysia Raya 2023 Pop-up at Tokyo Street Event Hall, Level 6, also showcases various handicrafts.

There will also be festive performances such as Gema Aidilfitri Bersama Taylor's International School KL, The Rhythm of Eid with Clap and Tap Orchestra, and Togetherness Cultural Dance by Suktra Terengganu. At the mall's iconic Crystal Fountain, Coach is hosting its first-ever-in-Southeast Asia 'Bespoke Raya' installation, with illuminated crescents, stars, and oversized lanterns.



Shoppers can be rewarded with exclusive Raya packets and complimentary RM20 Buka Puasa vouchers. Maybank cardholders will receive a complimentary Maxwell Williams cup and saucer set with RM1,000 spent in a single receipt, and a baroque art glass set with every RM2,000 spent.

What's more, to celebrate Pavilion KL's 15th anniversary, shoppers who spend RM8,000 will get RM500 vouchers in a special month-long giveaway from April 15 to May 15.

For more information on 'Raya Togetherness' 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.



Da Men USJ

Da Men USJ has kicked off its Raya festivities with '**Rentak Irama Raya**', celebrating Aidilfitri and showcasing traditional Malay culture through exciting musical performances such as rhythmic *gamelan* and upbeat *dikir barat*. From 29 March to 21 May, join these celebrations that aim to bring the Subang community together while nurturing and preserving the beauty of Malay traditions and culture.

This year's mall decorations draw inspiration from a vibrant kampung filled with traditional Malay musical instruments, set against the backdrop of a lush tropical garden filled with the soothing sounds of nature. The décor is sure to provide the perfect opportunity for shoppers to capture their Raya OOTD shots.

To turn up the festive vibe, Da Men USJ presents the 'Longest Doodle In A Mall.' This Rentak Irama Raya x Peace.Love.Design partnership is an activity suitable for the whole family! In collaboration with INTI College Subang Jaya, shoppers can unleash their creativity with drawings that best represent Malaysia on 15 April from 11am onwards.

To add to the festivities, VR Drumming will put on *gamelan* and *dikir barat* performances exclusively on April 1, 8 and 15 at 2pm, and Global Art is organising a Raya Arts and Crafts Workshop on April 8 and 15.

Looking to challenge your skills? Don't miss out on the highly anticipated Kompang Competition hosted by VR Drumming Academy, happening on May 14th from 11 am onwards. This competition is open to the public and promises to be an exciting showcase of talent. And if you're a foodie, make sure to stick around for the Nasi Lemak Eating Competition as well! For more information on these events, be sure to check out our social media page. Don't wait - come join us for a day full of fun and friendly competition!

Shoppers can also check out the mall's 'Rentak Irama Raya Bazaar' to purchase all their Raya essentials, from gift hampers, household decorations, and food from local vendors and tenants during the weekends.



And don't forget: shoppers are rewarded when they spend at Da Men USJ! With every RM50 spent in a single receipt mall-wide, shoppers will receive an exclusive set of Raya packets, and with every RM280 spent mall-wide (RM380 with Jaya Grocer receipt), shoppers will receive an exclusive tote bag or shopping voucher.

For more information on 'Rentak Irama Raya' activities, visit damen-mall.com or check for real-time updates via [Facebook](#), [Instagram](#), or contact Customer Service at 03 8021 0222.



Intermark Mall

Intermark Mall's 'Weaving Raya' is a celebration of Malaysia's cultural heritage and a tribute to one of Malaysia's oldest traditional artforms. Shoppers can experience the beauty of weaving and the joy of Raya with traditional performances and cultural activities until 30 April.

Partnering with Puan Asmah Binti Ismail, an acclaimed weaver, Intermark Mall is set to hold an exclusive exhibition featuring Puan Asmah's intricate creations, which represent the rich cultural heritage and tradition of Malaysia's weaving art. Visitors can admire her stunning designs, which include intricate floral patterns and take hundreds of hours to complete.



Further, Intermark Mall is collaborating with Taylor's International School Kuala Lumpur to weave 1,000 pieces of *ketupat*, with the aim of raising funds for orphanages. The *ketupat* is a symbol of unity and gratitude and is usually hung as decoration around homes in Malaysia. Intermark Mall will also provide free *ketupat* workshops on 31 March, 8, 14 and 20 April at 12pm for shoppers to get first-hand experience

on learning this beautiful craft. The *ketupat* woven during this period will be placed at the ground floor lobby as decoration, and shoppers can also purchase them to support the initiative, with proceeds going to the mall's donation fund.

Additionally, shoppers can enjoy traditional performances such as *gamelan*, *kompang* and Malay traditional dances on 24 and 30 March, 5 and 13 April at 1pm, ensuring they truly immerse themselves in the sounds of traditional Malay music and dance.

Shoppers who spend RM300 and above in a single receipt may redeem a limited-edition set of Raya packets, while those who spend RM900 and above in a single receipt may redeem a decorative rattan basket and a limited edition set of Raya packets. Each week, the top three spenders will receive a complimentary *buka puasa* meal for two at DoubleTree KL's Makan Kitchen, and the top 10 spenders will each be rewarded with a 50ml bottle of LANCOME's La vie est belle Flowers of Happiness perfume!

For more information on 'Weaving Raya' 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 Malaysia's largest retail concentrated REIT. 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 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.

For media enquiries, please contact:

Victoria Brown, Senior Manager, Mutant Communications at +601 7606 5662 or victoria@mutant.com.my

Lara Rowena, Manager, Public Relations at +603 2118 8230 (ext. 231) or lararowena@pavilion-kl.com

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