

PAVILION

KUALA LUMPUR

FOR IMMEDIATE RELEASE

DAZZLE WITH “A STARRY CHRISTMAS” AND STAR WARS AT PAVILION KL THIS HOLIDAY SEASON



KUALA LUMPUR, 19 NOVEMBER 2019 – Get ready for a dazzling time this holiday season as Pavilion KL invites you to celebrate an enchanting Christmas! Malaysia’s premier shopping destination today launched “A Starry Christmas”, marking a joyful beginning to the year-end season of shopping, dining and good times. For the first time, Pavilion KL collaborates with The Walt Disney Company Malaysia to capture the magic of Christmas in conjunction with the release of the highly-anticipated movie *Star Wars : The Rise of Skywalker*, the final installment of the *STAR WARS* franchise.

From now until 31st December *Star Wars* fans – be prepared to feel the force! Embark on an intergalactic adventure at Centre Court, where you will be greeted by towering red and blue lit lightsabers. As you march down the Spanish Steps, get your cameras ready to snap pictures with the Sith Troopers (red Stormtroopers). Hovering over the precinct is none other than the **Largest Millennium**

Falcon Replica, awarded by the Malaysia Book of Records. Measuring a massive 30 feet by 40 feet, the Millennium Falcon Replica “rises” majestically above the Centre Court, exciting visitors with a lightshow at 8pm every night. Don’t forget to drop by for an interactive experience at the Hyper Drive and Cockpit Access stations for memorable photo opportunities. And of course, don’t miss out on the opportunity to grab special *Star Wars* merchandise on sale at Centre Court.



Last year, Pavilion KL collaborated with Disney to bring shoppers and visitors the award-winning campaign ‘Disney Celebrate The Magic – Dream Christmas’, in conjunction with Mickey’s 90 Years. This year’s *Star Wars* extravaganza is equally captivating! *Star Wars* fans will be treated to a host of exciting activities including the opportunity to meet-and-greet your favourite *Star Wars* characters C-3PO, R2-D2 and Stormtroopers; as well as lessons in lightsaber-training in your quest to become a Jedi at the largest *Star Wars* Jedi Experience.

Says Dato’ Joyce Yap, CEO (Retail) of Pavilion Kuala Lumpur, “Our collaboration with Disney has presented shoppers and visitors with opportunities to experience Mickey, Marvel and now Star Wars, in a highly immersive and fully engaging way. It is our commitment here at Pavilion KL to continue raising the bar, bringing shoppers and visitors more amazing and creative experiences at each opportunity.”

In 2018, the mall teamed up with Disney to celebrate Mickey’s 90 Years, bringing shoppers and visitors award-winning campaign ‘Disney Celebrate The Magic – Dream Christmas’ that won the Gold award at the CASC-PPK Best Experiential Marketing Awards 2019. From June 2019 to January 2020, the mall collaborated again with Disney and Crave Asia to bring the first-ever Marvel Studios – Ten Years of Heroes Exhibition Malaysia. Don’t forget to snap photos and hashtag #PavilionKL #AStarryChristmasXPKL

Holiday Spirit Comes Alive at Pavilion KL

Check out YSL Beauté's Holiday Look 2019 High on Stars Collection at the Main Entrance, Level 3. Also don't forget to drop by Spritzer's Sparkling Holiday activation at Connection, Level 3, where you will find a photo booth to capture some Insta-worthy Christmas memories and redeem free samples of Spritzer Sparkling 325ml from 1-29th December 2019.

While extravagant festive decorations get you in the festive spirit, the true meaning of the season is sharing! Be rewarded for your purchases mall wide by redeeming and wheeling home a complimentary Limited Edition *Star Wars* cabin size luggage bag with a spend minimum RM5,000 in a single receipt (RM3,000 with Maybank credit card). Alternatively, redeem a complimentary Limited Edition *Star Wars* vacuum flask with a spend minimum of RM1,500 in a single receipt (RM1,000 with Maybank credit card).

Gifting Ideas

Shop for holidays gifts and have them wrapped at Santa's Workshop at Dining Loft, Level 7. Look out for *Star Wars* collections at stores, including Royal Selangor's newly-opened concept store where you will find their *Star Wars* collection with iconic characters including Yoda, Darth Vader and Boba Fett immortalized in pewter. Over at MCM newly opened concept store in Couture Pavilion, discover a multitude of striking leather and lifestyle accessories before heading to Fashion Avenue in search of new holiday makeup collections that make great stocking stuffers for beauty lovers.

Eat, Drink and be Merry

The year-end holidays are also a time for gathering, catch-ups and reflecting on the year that was. Feel the heavy dose of yuletide as you feast at the variety of international cuisine available at the mall, catch up with good friends over drinks at Connection or simply party the night away at Red Box Plus, Cloud Nine and Saro Lounge! This season is also your last chance to check out Marvel Studios – Ten Years Of Heroes Exhibition at Level 10, before it closes in January 2020. Plenty of Christmas performances, Santa Meet & Greet and caroling await you too!

For more information, visit Pavilion KL's website at www.pavilion-kl.com, Instagram account at <https://www.instagram.com/pavilionkualalumpur/> or contact Pavilion KL's Concierge at 03 2118 8833.

About Pavilion KL

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. Attracting over 30 million visitors annually, this premier shopping destination is a duty-free shopping paradise and the defining authority in fashion, dining and urban leisure. It is a 3-minute walk from the Pavilion Bukit Bintang MRT station. Visit www.pavilion-kl.com for updates on the latest trends, offers and events.

For media enquiries, please contact:

Priority Communications PR Sdn Bhd (+60-3) 7954 5336 / pavilionkl@priority.net.my

- Foo Mei Ling, meiling@priority.net.my
- Alvina Tai, alvina@priority.net.my
- Lawrence Tan, lawrence@priority.net.my

Pavilion Kuala Lumpur (+60-3) 2118-8888

- Candice Foong, candicefoong@pavilion-kl.com
- Lara Rowena, lararowena@pavilion-kl.com