

PAVILION

KUALA LUMPUR

FOR IMMEDIATE RELEASE

SAY “KONNICHIWA!” BENEATH A CANOPY OF CHERRY BLOSSOMS AS TOKYO STREET CELEBRATES ITS 9TH ANNIVERSARY

KUALA LUMPUR, 9 JULY 2020 – Get ready for a dose of all things Japanese as Malaysia’s premier shopping destination, Pavilion Kuala Lumpur, celebrates the 9th anniversary of award-winning precinct Tokyo Street this July! Tokyo Street merges traditional and modern facets into one dynamic cultural ambience. Drawing inspiration from the iconic districts in Tokyo – Asakusa, Ginza and Shibuya – Tokyo Street blends the urban cosmopolite-feel with the rich heritage and traditions of Japan.

While many were not able to travel to Japan to witness the blooming of the elusive sakura (cherry blossoms), this should not stop you from witnessing their beauty as symbols of spring, hope and renewal. Pavilion KL invites you to partake in the *hanami* or “blossom-watching” custom with family and friends. Towering sakura trees greet you at the Main Entrance, along Spanish Steps and can be found throughout the mall, culminating at Tokyo Street where displays of origami, yukata and other uniquely Japanese items collectively form an ambience found only at Pavilion KL. This July, immerse yourself in exciting cultural activities, promotions, delectable treats and rewards.

Experience Japan Culturally

Embrace the Japanese culture and bask in the festivities! Soak in the **Yukata Experience**. Just spend RM9 at any specialty stores mall-wide to get a chance to put on a traditional Yukata and snap Insta-worthy photos. In honour of the **Tanabata** festival, pick a wish from colourful “tanzaku” papers and tie them on the sakura trees for good luck and blessings throughout the year. In collaboration with **Art WeMe Contemporary Gallery**, view the iconic art of Japanese contemporary artist **Shiro Utafasa** at Level 6, the only place in Malaysia to view this exhibition. He draws inspiration from the fascinating sunflower, a popular plant of cultural significance in Japan.

Try your chances at the claw machines and various arcade game offerings at the **Games Galore Fiesta** from now until 31st July. Shoppers will receive one games token for your gaming pleasure with RM30 spent on a single receipt, redeemable at Tokyo Street Concierge. While you are at Pavilion KL, don’t miss

out on numerous photo opportunities beautifully decorated with Japanese elements such as the Yukata display, Level 6 or the Love Garden at the Dining Loft, Level 7! Enhance your photos with Pavilion KL's exclusive sakura filter on Instagram and share them with us by hashtagging #HappyAnniversaryTokyoStreet #PavilionTokyoStreet and #PavilionKL.

The Japan Expo Malaysia 2020 (JEMY 2020) is also back virtually! Visit them online at their [Facebook page](#) to discover online activities and stand a chance to win dining vouchers!

Taste Japan

If there is one thing Malaysians and Japanese have in common, it is their love for food. Indulge your tastebuds with special menus curated in celebration of Tokyo Street's 9th anniversary. Enjoy a variety of Japanese delicacies at the Snacks & Food Fair including mochi, Japanese roll cakes and more from 13th to 31st July. Additionally, for just RM9, you can enjoy delicious set meals at **Tokyo Don** and **Tokyo Teppan**, try out **Hokkaido Ramen Santouka's** four flavours ramen experience bowl and feast on **Fuji Sushi's** set of nine types of sushi, all at Tokyo Street.

Shop Japan

While spending time at Tokyo Street, discover the multitude of quaint Japanese-inspired stores to uplift your spirit. Step up your style with a modern Yukata from new stores **Reta** and **Kuma Yukata**. Create a beautiful face mask necklace at **Summer by Aisha** or customise your mobile phone case at **Bling Bling Paradise**. For a bite of crunchy goodness, try **RUSCO's** signature baguette crafted from the finest wheat flour from Hokkaido in a variety of yummy flavours.

Japanese-Inspired Rewards

Get treated to a host of rewards and redemptions from Pavilion KL and our banking partner Maybank in conjunction with the celebrations.

Pavilion KL Exclusive	Maybank Exclusive
 <p data-bbox="418 254 824 352">Complimentary tote bag with RM90 spend in a single receipt at Tokyo Street, while stocks last.</p>	 <p data-bbox="1068 254 1438 495">Complimentary Pyrex Sakura Mixing Bowl with RM250 spend at Tokyo Street, or RM500 at specialty stores mall-wide with Maybank Credit or Charge card, while stocks last.</p>
 <p data-bbox="451 474 824 611">Receive one games token with RM30 spend on a single receipt, redeemable at Tokyo Street Concierge.</p>	
<p data-bbox="188 684 824 785">From 9th-31st July, receive a complimentary Corelle Sakura Dinner Plate with RM90 spend in a single receipt at all F&B outlets, while stocks last.</p>	
<p data-bbox="188 800 824 997">Complimentary two-hour parking with a minimum spend of RM100 at specialty retail and F&B outlets from now until 31st July. Accumulation of two same-day receipts is allowed. Parking tickets and receipts should be validated at Porte Cochere or Fashion Avenue Concierge Counters, Level 2.</p>	

Dining Rewards

From 9th to 31st July, take home a beautiful Corelle Sakura Dinner Plate when you spend RM90 in a single receipt at F&B outlets throughout Pavilion KL. Shoppers may redeem the reward at Fashion Avenue and Porte Cochere Concierge Counters, Level 2 and Tokyo Street Concierge, Level 6.

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

Pavilion Kuala Lumpur (+60-3) 2118-8888
 Lara Rowena, lararowena@pavilion-kl.com