

PAVILION

KUALA LUMPUR

PRESS RELEASE – FOR IMMEDIATE RELEASE

LARGEST COACH ‘GIVE A LITTLE LOVE’ BESPOKE HOLIDAY INSTALLATION AT PAVILION KL ENCHANTS SHOPPERS



Coach's magical 'Give A Little Love' Bespoke Holiday Installation at Pavilion Kuala Lumpur. Photo courtesy of Coach.

KUALA LUMPUR, 18 NOVEMBER 2021 – This Christmas, Malaysia’s premier shopping destination Pavilion Kuala Lumpur presents the exclusive **Coach ‘Give A Little Love’ Bespoke Holiday Installation** as part of the mall’s **‘Mystical Christmas’** celebrations.

The largest Coach Bespoke Holiday Installation is set up at Pavilion KL’s Main Entrance and features numerous adorable Coach animals walking along a snowy landscape in front of Coach’s store and around the iconic Pavilion Crystal Fountain.

Inspired by a snowy winter park in New York City, the luxury fashion house’s hometown, the magical set-up celebrates the brand’s legacy of play and wonder. The installation also features a tunnel of twinkling lights along the park’s arch and an impressive 40-foot festive holiday tree and Coach’s Holiday polar bear as the centerpiece.

Throughout the month of December, shoppers will also be able to take in the stunning 3D animation on Pavilion KL’s giant LED screen at the main entrance that features Coach’s beloved mascot Rexy and Holiday polar bear.

Shoppers can also meet Coach's holiday animals in-store, including Belle the penguin, Holly the deer, Ginger the fox, Paddles the goose, Luna the owl, Spike the hedgehog and Robin the bird. At the store, shoppers can admire the holiday collection, including its Studio bag in Signature and metallic Coach Quilties.



Pavilion KL's Centre Court is transformed into an enchanting 'Mystical Christmas' snow village. Photo courtesy of Pavilion KL.

Indoors, shoppers step into an enchanting 'Mystical Christmas' at Pavilion KL's Centre Court where they can explore the snow village featuring quaint stalls, jolly snowmen, festive reindeers and mystical fairies. Stop to admire the stunning 30-foot fairy Christmas tree, nestled between lush poinsettia gardens and glittering trees.

Both Coach's 'Give A Little Love' Bespoke Holiday Installation and Pavilion KL's 'Mystical Christmas' decorations will be on display from now until 2 January 2022.

COACH IMAGES AND VIDEOS:

https://www.dropbox.com/sh/gxe6w5j0n0nwxhh/AACyPvLm_159Tnsv754ZvV7la?dl=0

IMAGE AND VIDEO CREDIT: Courtesy of Coach

SOCIAL MEDIA: @coach; #CoachNY

PAVILION KL IMAGES: <https://drive.google.com/drive/folders/1GyHslvavEo2ovVctjOGhtUf9ghqlZezA?usp=sharing>

LAUNCH IMAGES: https://drive.google.com/drive/folders/1ue7TjttOqDIJTQfkpuMzf_kV-O3HwjYT?usp=sharing

IMAGE CREDIT: Courtesy of Pavilion KL

SOCIAL MEDIA: @pavilionkualalumpur; #PKLxMysticalChristmas

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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.

About Coach

Coach is a global fashion house founded in New York in 1941. Inspired by the vision of Creative Director Stuart Vevers and the inclusive and courageous spirit of its hometown, the brand makes beautiful things, crafted to last—for you to be yourself in. Coach is a Tapestry, Inc. brand. Tapestry is publicly listed on the New York Stock Exchange under the ticker TPR.

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