

PRESS RELEASE
FOR IMMEDIATE RELEASE

BLOSSOMING INTO THE NEW YEAR WITH "BLOOM IN BEAUTY" AT FAHRENHEIT88



Kuala Lumpur, Thursday, 16 January 2020 – To usher in abundance and prosperity, Fahrenheit88 invites you to celebrate 'Bloom In Beauty' this Chinese New Year from 4 January - 9 February 2020. Inspired by beautiful peonies symbolizing femininity and peace, pink peonies further represent luck and fortune. Soak up the festive spirit at Fahrenheit88 and experience colourful decorations, exciting promotions, festive shopping and great rewards.

During this festive occasion, discover beauty from a host of incredible makeup and skincare brands at the newly-opened, largest **Sephora** in Malaysia and **Play Up Advance** and to look great from head to toe to welcome the new year.



With every shopping spree, enjoy blooming rewards this Chinese New Year. With a minimum spend of RM288 in a single receipt, shoppers receive one chance at the Lucky Ang Pow Dip to receive a special gift. In line with the Chinese tradition of ang pow gifting, a pack of Fahrenheit88 ang pow may also be redeemed with a minimum spend of RM68 in a single receipt.

A host of activities have been planned for this joyous occasion; discover the art of Rainbow Calligraphy bearing good wishes in a colourful way, learn traditional Chinese Knot Making to create unique gifts, try your hand at Clay Art to learn a new skill and even have your fortune read by a palm reader from China, all for free with any spend, on weekends from 11 January - 19 February 2020.

And of course, no Chinese New Year is complete without lion dances wishing shoppers a prosperous year ahead. Also, catch the Harmony Dance by Taylor's International School Kuala Lumpur.

Fahrenheit88 is ideal for family reunions and time out with loved ones this festive season. Toss to your prosperity this year with must-have "Yee Sang" at the newly opened **Koryo-Won**, an authentic Korean restaurant specializing in fine Korean BBQ, **Grand Harbour Restaurant** and **CEO Karaoke**. Shop for seasonal gifts at Chinese culture pop-up store, **Kome** and **Lucky Gems**. Step out in style with new shoes at **Feith** and indulge in auspicious jewels at **Emrusa**. Also, work off the calories at the new and trendy, **Celebrity Fitness** pioneering a unique lifestyle concept integrating fitness and entertainment.

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About Fahrenheit88

Embrace a new shopping experience at Fahrenheit88, Kuala Lumpur's vibrant and iconic shopping destination strategically located in Jalan Bukit Bintang. Fahrenheit88 introduces an environment offering shopping, entertainment and dining, by housing an exciting mix of international, regional and home-grown brands.

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