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800 STORES. LATEST FASHION TRENDS.WHOLESALE PRICES.YOU.ME.NOW.

Kenanga Wholesale City - Malaysia's First & Only Fashion Wholesale Shopping Mall introduces a new shopping experience

Kuala Lumpur, 8 December 2011 – Malaysia's first and only one-stop fashion wholesale shopping mall – Kenanga Wholesale City (KWC) is now open. Nestled off Jalan Hang Tuah in downtown Kuala Lumpur, KWC follows the resounding success of fashion wholesale malls in the Asian region such as *Platinum Fashion Mall* in Bangkok, *Dongdaemun Market* in Seoul, *Mangga Dua Wholesale Complex* in Jakarta and many fashion wholesale malls in Humen, China. With 500,000 square feet nett lettable retail space, this 22 storeyed one-stop fashion wholesale shopping mall boasts nine storeys of shopping adventure. It features more than 800 retail shops offering everything that falls within the fashion umbrella for women, men and children, including apparel, footwear, jewellery, accessories, bags as well as leather goods. In addition to that, there are several retailers specially dedicated to Islamic fashion in a bid to provide a variety of traditional and contemporary apparel for the Muslim market.

WHOLESALE SHOPPING EXPERIENCE IN A 5-STAR ENVIRONMENT

Given the ever-changing trends in fashion and retail, KWC is poised to fulfil a long-awaited retail void where shoppers demand fashionable yet affordable goods in a premium environment.

“KWC is special because it demystifies the common belief that wholesale shopping often takes place in a crowded and substandard environment,” said **Mr Bernard Bong**, *Managing Director of Kenanga Wholesale City Sdn Bhd*. KWC promises supreme convenience and premium comfort for all shoppers with features such as wide walkways, high ceilings and more than 1,800 parking bays.

“We are confident that KWC will set the tone as a one-stop fashion guide by offering the latest trends due to the diverse nature of our tenants’ businesses. As our retail partners, they are committed to bringing to market the latest fashionable goods in an infinite assortment of styles, sizes, quantity and colors. Shoppers can now rejoice as they can indulge their thirst for fashion – be it individually or in a group – under one roof,” added Bong.



In addition to the fashion-dedicated floors, there is a wealth of halal and non-halal food outlets located throughout the mall. They include Old Town White Coffee, Sajian Enak, MJ Café, Kazu Sushi Japanese Restaurant and many snack kiosks.

On the seventh floor, the non-halal Kenanga Food Court offers the best of KL food including Kim Lian Kee Hokkien Mee, Petaling Street Famous Porridge, Cheras Flat Woo Pin Fish Head Noodles, Duck King, Imbi San Jian Zhuang Pork Noodle, Siang Kee Char Kuey Teow and etc.

Best Shopping Experience by Understanding “Wholesale”

In KWC, designs are constantly evolving due to the fast moving nature of the fashion wholesale business. Consumers will be able to purchase desirable items at wholesale prices. Great deals are available throughout the year as shoppers will be able to enjoy incremental discounts with each additional purchase made. Unlike conventional malls where buying products in bulk makes little difference in terms of the final amount paid, at KWC consumers can purchase products in large quantity to get even better prices.

Kenanga Wholesale City Shopping Mall is a development by Kenanga Wholesale City Sdn Bhd, a company within the Kha Seng Group of Companies. Other niche retail developments within the group include the award-winning Central Market and Viva Home Shopping Mall.

Besides the Malaysian retail and wholesale industry, KWC will make a significant impact within the Jalan Kenanga vicinity in terms of transforming it into a modern hub of fashion and leisure. KWC is expected to boost the Jalan Kenanga area’s estimated collective revenue from RM1 billion per annum to RM2.5billion per annum.

Visit KWC now to find out more! Current operating hours are 10:00 AM to 8:00PM. For further information kindly log onto <http://www.kenangacity.com.my/> or visit the Facebook Fanpage at <http://www.facebook.com/KenangaWholesaleCityKL>

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About Kenanga Wholesale City

Kenanga Wholesale City is Malaysia's first one-stop fashion wholesale shopping centre that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts, stationery and other lifestyle products, all under one roof.

With more than 800 lots and 500,000 sq ft of net lettable retail space, Kenanga Wholesale City offers an exciting variety of merchandise. Whilst dedicated to wholesale businesses only, Kenanga Wholesale City functions as a shopping mall with full amenities catering to business convenience with F&B outlets, event spaces, banking and a host of other business services.

About the Developer

The Kha Seng Group Of Companies

The Force Behind Kenanga Wholesale City

The developer, Kenanga Wholesale City Sdn Bhd, is a part of the Kha Seng Group, a fast-growing conglomerate with a strength and proven track record in conceptualizing, developing and managing niche retail property development.

The Group's retail projects in Kuala Lumpur include the award-winning Central Market, an art deco heritage building that has been transformed into a cultural market and the redevelopment of Viva Mall, a home, lifestyle and entertainment shopping centre located in the heart of Kuala Lumpur.

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