



FOR IMMEDIATE RELEASE

MAKEOVER MUM THIS MAY!

Indulge In Some Shopping Therapy With Mum At KWC Fashion Mall

Kuala Lumpur, Tuesday, 7 May 2013 – If shopping makes your mum happy, treat her to a fashionable splurge this Mother’s Day at KWC Fashion Mall. Show her your love by treating her to a fashionable makeover from 1 May to 19 May 2013 and enjoy a wide range of special Mother’s Day deals, free dessert and meet local celebrities Yasmin Hani and Rehana (One In A Million finalist) as well as other exciting activities!

Here are some of the special line-ups this May:

Mum in Fashion Beauty Contest

Show off your mum in the Mum in Fashion Beauty Contest and stand a chance to win a free head to toe outfit worth RM200 and other cash prizes! Submit your registration form together with an A4-size full-body shot to KWC Fashion Mall Customer Service Centre before 8 May 2013. Shortlisted candidates will be contacted for audition.

Dessert’s on Us!

Craft sweet memories with Mum at Marine Blue Ice House (LG Floor), BoboHouse (LG Floor) or Kopie Satu (2nd Floor) in KWC Fashion Mall. Spend RM100 and above in single receipt to redeem a free dessert from the participating outlets or Buy 1 Free 1 from Share Tea (3rd Floor). Vouchers can be redeemed at Customer Service Counter, Ground Floor. Valid while stocks last.

“Mother’s Day is a time to honour Mums, and a time to show her how much you love her. There is no better reward than over 800 shops in KWC Fashion Mall to shop at plus plenty of rewards and cash prizes await!” said Mak Soon Peng, Senior Advertising and Promotions Manager.



Find more exciting activities below.

Activities	Date	Time
Miss Malaysia Tourism 2013 Audition	11 & 12 May 2013	12pm – 6pm
Mum in Fashion Beauty Contest (Audition)	18 May 2013	12pm – 2pm & 3pm – 6pm
Celebrity Rehana & Mum Appearance	18 May 2013	2pm
Mum in Fashion Beauty Contest (Final)	19 May 2013	12pm – 2pm & 3pm – 6pm
Celebrity Yasmin Hani & Mum Appearance	19 May 2013	2pm

All events will be held at Lower Ground Floor Centre Court.

****Events are subject to change without prior notice.***

For further information, kindly log onto <http://www.kenangacity.com.my> or visit the Facebook Fanpage at <http://www.facebook.com/KenangaWholesaleCityKL>. The operating hours are from 10am to 8pm (Daily).

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About KWC Fashion Mall

KWC Fashion Mall is Malaysia's first one-stop fashion wholesale and retail shopping mall that brings together a large and comprehensive directory of businesses - fashion, accessories, shoes, gifts and other lifestyle products, all under one roof. KWC Fashion Mall opened on 20 October 2011, and officially launched on 26 May 2012.

With more than 800 lots and 500,000 sqft of net lettable retail space, KWC Fashion Mall offers an exciting variety of merchandise. Whilst dedicated to wholesale businesses only, KWC Fashion Mall 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 KWC Fashion Mall

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 Kuala Lumpur, an art deco heritage building that has been transformed into a cultural market, the redevelopment of Viva Home Shopping Mall, a home, lifestyle and entertainment shopping centre located in the heart of Kuala Lumpur and its 2-phase mixed development featuring a 302-room boutique business hotel named Vivatel Kuala Lumpur located above the shopping mall.

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